

MICHAEL BURNS

Ideas. Content. Strategy.

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SUMMARY

Senior-level marketing pro with more than 11 years of combined experience in brand, product, content marketing, social media, and new business development. Diverse support for a wide variety of digital teams at startups, digital agencies, and leading brands in technology, financial services retail ecommerce, health care and more. Highly versatile skill-set includes impactful messaging for new product marketing; inbound and outbound campaigns, and thought leadership content targeting of consumer and business audiences. Knack for creative problem-solving; adept at managing creative strategy and execution.

EXPERIENCE

Associate Technology Researcher/Writer

Michael Burns Consulting (March 2020 – Present)

Ongoing research encompassing business data, cybersecurity and related issues. My work encompasses analysis to help inform larger policy issues overlapping with personal data privacy. (Part- time contractor)

Product Marketing Manager

Salesforce, Inc.; Remote (August – October 2019)

Thought leadership content development for a major player in CRM. My work revolved around research, strategy and writing for a leading low-code platform. Areas of focus include Digital Transformation, Employee Experience and Customer Experience. (Full-time contractor)

Copywriter/Content Strategist

WestEd; Remote (May – August 2019)

Messaging and UX content writing for a major player in the education training industry. High- level messaging frameworks and UX content targeting strategic and functional decision- makers in K-12 and higher learning. Creative brief, content audit, competitive audit and more for a responsive website; SEO copywriting, UX writing, writing for mood boards and gated content. (Full-time contractor)

Senior Copywriter

Harman International; Remote (March – May 2019)

Message development and content strategy for a brand refresh initiative targeting product managers and developers in the realm of audio engineering and connected devices. (Full-time contractor)

Editorial Strategist

Skyword/Samsung Electronics; Remote (September – November 2018)

Ideation, writing and editing for B2B demand generation campaigns, events and content marketing. Concepting, industry research, competitive analysis, and developing content marketing strategy. Assigned writers, provided editorial direction, conducted SME interviews; met regularly with stakeholders to set direction; developed and maintained editorial calendar. Collaboration on visual and interactive content, including webinars and infographics.

Digital Copywriter

Gigya/SAP; Remote (April – September 2018)

Content marketing and strategy for SAP Customer Data Cloud; long-form content including thought- leadership white papers, solution briefs, case studies and blogs. Customer Identity Access Management, Customer Registration, Social Login and Engagement, Profile and Preference Management, Customer Insights and Data Integration. (Full-time contractor)

Senior Copywriter

FICO; Remote (February – April 2018)

Brand messaging for a leader in the financial services arena focused on remarketing of enterprise platforms including decision analytics and optimization, AI and Machine Learning for Supply Chain, Retail, Health and more. (Full-time contractor)

Senior Copywriter

Denver Health; Remote (November 2017 – March 2018)

Lead Writer for a large content migration and brand messaging update across dozens of health service categories. Projects involved creative strategy, message development, landing page optimization, and later expanded to internal communications and event marketing. (Full-time contractor)

Content Lead – Marketing Program Manager

Cisco Systems; Remote (November 2016 –April 2017)

Message development and supporting content for enterprise technology and global event marketing. Projects involved creative strategy, content, ideation, landing page optimization, social media, and later expanded to developing content and strategy for an employee intranet and team newsletter. Cloud, Security, Network Storage, IoT. (Full-time contractor)

Lead Editor

HP Enterprise; Remote (August – November 2016)

Content Lead for a major content migration for company spin-off. Project management, supervising and coaching; copywriting, updating HPE's brand content, style guides, SEO, researching and developing best practices in targeting strategic and functional IT buyers. Docker, IoT, Security, Partner Marketing, Networking, Storage, Cloud. (Full-time contractor)

Demand Generation Marketing Manager

Ixia (Keystone Technology Partners); Santa Clara, California (April – August 2016)

Developed a series of campaigns which included email marketing, updated landing page messaging, revision of long-form content assets including case studies, solution briefs and white papers. (Full-time contractor)

Senior Copywriter

Symantec Corporation; Mountain View, California
(November 2015 – March 2016)

As part of a refresh initiative, creative strategy, brand messaging and positioning, go-to market strategy, competitive analysis, as well as development of best practices for targeting strategic and functional buyers. Worked with Digital, UX, Global Marketing, SEO, Customer Experience, Events, Partner Marketing and Sales. (Full-time contractor)

Senior Copywriter

Tata Communications; San Jose, California (January – March 2015)

Creative messaging, positioning and strategy for a cloud-based collaboration suite, including an internal-facing promotion for a 2015 beta launch. Conducted competitive analysis, as well as review and refinement of user personas, user input and site traffic to influence content strategy as part of an internal beta launch. (Full-time contractor)

Content Strategist

Walmart Global Ecommerce; San Bruno, California (June – November 2014)

Development of user experience content for high-traffic pages including Search, Registry and Lists. Performed website content and competitive audits. Performed competitive audit on the top 100 Internet retailers. (Full-time contractor)

Content Strategist

Expedia, Inc./Hotwire.com – San Francisco, California (November 2014 – January 2015) Development of user experience content and strategy for a variety of landing pages and mobile content. (Full-time contractor)

Senior Copywriter/Content Strategist

MetLife/Ruder-Finn; San Francisco, California (March – May 2014)

Development of positioning, branded messaging and in-depth user experience content development for a privacy protection service developed by MetLife targeting privacy-conscious adults 18-65. (Full-time contractor)

EDUCATION

Accelerated Innovation Training
Solution People
Chicago, Illinois

Resonance Science Foundation (In-progress)
Unified Physics
Online Course

Blue Ocean Academy (In-progress)
Blue Ocean Strategy
Online Course

General Studies – Non-degree program
Macomb Community College Sterling Heights, Michigan

PREDICTIVE INDEX PROFILE

<https://www.predictiveindex.com/reference-profile/Strategist/>

TOOLS

MS Office, G-Suite, Asana, Trello, Slack, Box, Wordpress, Drupal, Figma, Notion, Jira, Confluence, Sharepoint, Mavenlink, Adobe Creative Suite.

*More information about this and other experience available upon request.