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| **JOHN CROWLEY** | **www.johnrobertcrowley.com** |
| **(415) 517-2430** | **www.linkedin.com/in/johnrobertcrowley** |

# CONTENT SPECIALIST & DIGITAL STORYTELLER

I’m a versatile, results-driven content professional, experienced in implementing strategy and maximizing value through compelling digital experiences. Skilled in engaging users and influencing targeted audiences. Experienced at curation of different media types into unique user experiences. Adept at managing internal teams and external contributors in fluid environments. Known for identifying unique opportunities for advertising and partner integration, and delivering measurable results in support of business initiatives.

# CORE COMPETENCIES

Content Strategy • Editorial Direction • Multiplatform Storytelling • UX and CX Writing • Web Publishing • Content Lifecycle Management • Digital Content Production • Advertising Integration • Monetization • Social Media • Sponsorship Support • User Engagement • Stakeholder Management • Data Analysis • Product Support • A/B Testing • Design Collaboration • SEO • Email Campaigns • Blogging • Localization • AP Style • Chicago Manual of Style • Style Guide Creation • Content Management Systems • HTML • Microsoft Office

# EXPERIENCE & ACHIEVEMENTS

# WELLS FARGO, San Francisco 2019-2020 UX Editor – Contract

Led editorial initiatives on a comprehensive, strategic redesign of a website used by domestic and international managers; represented corporate interests in partnership with third-party software provider

* Crafted detailed micro-copy to guide the user journey and prompt call-to-action decisions.
* Delivered hundreds of pages for a new user interface, editing across multiple deadlines.
* Built comprehensive site audit – defining action items, identifying policy requirements.
* Served as project’s SEO contact, tested for accurate indexing of site content and hierarchy.

**APPLE,** Cupertino **2018-2019  
Web Content Manager – Contract**Maintained internal HR website’s content quality in accordance with global style guides, established content structures, applied rapid grasp of company voice to articulate important messages in a way that team members easily grasped

* Served as content strategist, refining best practices for content development project.
* Handled rapid-deployment of content associated with product launches for internal audience.
* Edited a comprehensive user education style guide.
* Worked with subject matter experts and localization team for translated content.

**YAHOO,** Sunnyvale **2012-2017**

## Front Page Content Editor

Curated one of the most-visited Front Pages on the Web with breaking news, compelling content, unique stories, traffic-driving teases and images; coordinating with multiple content teams and media sources

* Played key role in delivering a 50% QoQ increase in video streams to Yahoo News.
* Increased weekly page engaged users and daily new likes on Facebook by 10% annually.
* Consulted on Product team’s redesign of the Yahoo Front Page and News app.
* Achieved individual rating of 99% error-free in Front Page quality dashboard.

**COMCAST SPORTSNET/NBCUNIVERSAL,** San Francisco **2009-2012**Senior Managing Editor – Web

Leader of 10-person Web and TV production team; analyzed and developed reports for corporate senior management on site traffic, forecasts, competitors, and other key metrics; collaborated with software development group to create and maintain proprietary CMS.

* Established rapid-delivery process for Breaking News by having reporters publish directly into the CMS, dramatically increasing traffic and search metrics on key stories.
* Led integration of TV news team into the online site by introducing a blogging platform
* Delivered marked increase in unique visitors, No. 1 among 6 competing network sites.
* Directed national coverage – created revenue opportunities associated with 2010 World Series and the 2011 NFL playoffs.

**MEDIAZONE,** San Carlos **2007-2009**

## Director Editorial

Headed a 5-member internal team and a 20-member contributing staff in long-term strategy and daily production of digital content for numerous partner organizations; promoted online communities, blogs, and social media

* Broadened the reach of the brand, transformed product-driven online platform into a self-sustaining, growth-oriented, interactive Web community, by targeting new audiences and demographic groups.
* Enhanced publishing process, improved SEO, increased traffic by spearheading launch of a proprietary CMS.

**NBCBAYAREA.COM,** San Jose **2006-2007**  
**Managing Editor**

Directed team in re-purposing content from 5 daily news broadcasts for online audience. Aggressively integrated 27-member on-air team into the digital landscape

**CBS5.COM,** San Francisco **2005-2006**

## Senior Producer

Launched each day’s online news process, writing, editing video and audio, monitored newsroom sources, regional competitors to deliver timely, accurate, and original content

**CAREER NOTE:** Motorsports Editor for **ESPN.COM**, Sportswriter at **EAST BAY TIMES**, Press Representative for **FIFA WORLD CUP.**

# EDUCATION Bachelor of Arts, Journalism

San Diego State University

# PROFESSIONAL AFFILIATIONS

Online News Association; Those In Media; Sports Media Professionals; San Diego State University Friends of Journalism and Media Studies