

JON SNYDER

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SNYDERTHEWRITER@GMAIL.COM HTTPS://SNYDERTHEWRITER.COM/

Experienced B2B marketing professional ready to take any content development project from conception to completion, working individually or in a team.

PROJECTS

Blog Branding **Brochure** Case Study E-book Feature Article Infographic Lead-Gen Email Messaging Development Newsletter PR PowerPoint Presentation Script Writing Social Media Video Production Web Copy Whitepaper

EXPERIENCE

SENIOR COPYWRITER • CARBON8/9THWONDER • 2016 - PRESENT

Copywriting, editing and message development for clients in industries ranging from telecommunications and data centers to cybersecurity, education, healthcare, logistics and manufacturing. Experience reaches from competitive research to content audit and strategy, site design/SEO/UX ideation, brand renaissance, and developing and measuring success of digital assets across multiple customer touchpoints.

WRITER/CONTENT DEVELOPER • HELLERMANNTYTON • 2015 - 2016

Content development and messaging to distributors and customers. Managed PR and launched social media as part of strategy to differentiate a company offering commodity products.

MARKETING MANAGER • LEVEL 3 • 2011 - 2013

Writing and management of "premium," customer-facing digital assets for global enterprise providing IP-based voice, video and data transport solutions. Honored with individual and team recognition:

- Rock Band Award: Q3 2012 Enterprise Security Campaign
- Level Above Achievement: Q1 2012 Exceptional Performer, Global Marketing (Peer-nominated award)
- Gold Award, BMA High Performing Websites Campaign

SENIOR COMMUNICATIONS MANAGER • ELTRON R&D • 2007-2010

Developed strategy and comprehensive content portfolio for Eltron Water Systems to launch start-up commercializing a proprietary, eco-friendly water purification system. Edited SBIR

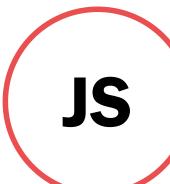












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CONTENT DEVELOPMENT

INDUSTRIES

Artificial Intelligence Blockchain Clean Tech Cybersecurity Data Analysis **Data Centers** Energy **ERP Software** Golf Healthcare TOI Localization Logistics Machine Learning Music NLP Oil and Gas Process Control Solar Telecom

SBIR (Small Business Innovation Research) grant proposals, achieving a company-high funding success rate for Eltron R&D.

SENIOR COPYWRITER • LEOPARD, AN OGILVY COMPANY • 2005–2007 Worked directly with clients to develop sales enablement tools for one of Boulder's most successful ad agencies. Clients included Motorola, Cisco, Symbol Technologies and IBM.

- Client feedback, relayed through account manager:
 "I want to share some feedback on our team. They couldn't stop telling us how they enjoyed working with Snyder (thewriter) because he actually takes the feedback and really gets it quickly."
- Quote from annual evaluation:
 "An extraordinary performer on the strengths of his writing, understanding of the product set and willingness to take on any job and complete it in time and to the client's satisfaction."

SNYDERTHEWRITER LLC • 2013 - PRESENT

I am SnydertheWriter, an independent marketing services provider. STW LLC has developed all types of digital content for clients including AlchemyAPI, Advanced Energy, Emerson/Micro Motion, GTT, Lingoport, Integra, Oildex, OneNeck, P2 Energy Solutions, PIDX, Return Path, Sequential Technologies, SolarWinds, Sterling and StickerGiant.

BACHELOR OF ARTS • ENGLISH • UW-MADISON











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