



JS

JON SNYDER

720.277.7991

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



SNYDERTHEWRITER@GMAIL.COM



[@SNYDERTHEWRITER](https://twitter.com/SNYDERTHEWRITER)



720.277.7991



[LINKEDIN.COM/IN/SNYDERTHEWRITER](https://www.linkedin.com/in/SNYDERTHEWRITER)

JS

JON SNYDER
CONTENT DEVELOPMENT

INDUSTRIES

Artificial Intelligence
Blockchain
Clean Tech
Cybersecurity
Data Analysis
Data Centers
Energy
ERP Software
Golf
Healthcare
IOT
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



**SNYDERTHEWRITER@
GMAIL.COM**



@SNYDERTHEWRITER



720.277.7991



**LINKEDIN.COM/IN/
SNYDERTHEWRITER**