

Anne Hurley

Portfolio: www.PortableStormCloud.com

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QUALIFICATIONS AND EXPERTISE

My strategic senior marketing and digital content background at **Amazon, Microsoft** and **Allrecipes**, along with top editorial and content strategy roles at organizations including **Pace, Connective DX, The New York Times** and **The Los Angeles Times**, give me a singular skill set as a senior content strategist, managing editor and storyteller.

EXPERIENCE

2006-

CEO, Portable Storm Cloud Content Strategy and Communications

Freelance content strategy, editing and writing for variety of clients including B2B, B2C, enterprise, small business and social. Expertise in high-tech, cloud services, SAAS, ecommerce, workplace, health care, insurance, financial services, real estate, food, travel, entertainment and more. Clients include: **Microsoft, NCR, BECU, Digital Insight, Smartsheet, SBA, Hired Pen.**

May-December 2016

Associate Creative Director, Pace Communications

Supervised team in executing best-in-class content for digital channels for USAA, including overseeing redesign and rapid readership growth of www.USAAstories.com. Strategized special initiatives and new ways to tell member stories, including video, podcasts and more.

2014-2016

Senior Content Strategist, ConnectiveDX

Created best-in-class content and messaging strategies for top user experience for B2C and B2B clients including Wells Fargo, Portland General Electric, Avista and more.

2012-2013

Senior Editor, Allrecipes.com

Co-owner of initiative to populate world's largest food site with food and recipe videos with SEO best practices. Strategized content and UX for entire site, and co-owned social media strategy.

2011-2012

Senior Editor and Site Merchandiser, AT&T Mobility

Created editorial packages for AT&T Android Market and mobile merchandise applications.

2005-2015

Freelance contributor, Microsoft, various groups; Health, Fitness and Pop Culture Writer, MSN

Co-owner of Daily Apple Health blog; covered TV, movies, and more for MSN Entertainment.

2010-2011

Senior Copywriter and SEO Content Strategist, Possible (ZAAZ)

Responsible for content, SEO strategy and creation of campaigns, messaging architecture and marketing materials for clients including Microsoft, Pella, BECU and Alaska Airlines.

2008-2009

Managing Editor, iSoftStone

Responsible for all content for www.microsoft.com/maps. Supervised team of four.

2007-2008

Managing Editor, Idea Integration

Responsible for all content for www.advertising.microsoft.com. Supervised team of six.

2006-2007

Managing Editor, MRM Worldwide Marketing

Responsible for all content development for Microsoft projects. Supervised staff of 10.

2002-2006

Northwest Life Editor and Pop Culture Editor, The Seattle Times

Head of daily features section in Seattle's largest paper. Managed three editors and their staffs; led coverage of lifestyle, health, fitness, TV, pets, profiles, books, pop culture, trends and more.

2001-2002

Senior Page One Editor/Producer, MSNBC.com (now NBCNews.com)

Responsible for editing and producing cover of nation's largest news site; selected featured stories in all subjects; liaised with partners MSNBC cable and NBC-TV News.

1998-2001

Editor-in-Chief, DVD/Video, Amazon.com

Launched and oversaw all content, including UX, for DVD/Video store. Wrote DVD/Video Home Page copy daily; supervised 10 editors and 55 freelancers in coverage of film titles.

1993-1998

Executive Film Editor, The Los Angeles Times

Responsible for all film coverage in The Los Angeles Times, including reviews, news, interviews and more. Supervised four critics, five reporters and freelance staff of nearly 100; oversaw 12 special editions of Sunday Calendar annually.

1991-1993

Senior Associate Editor, Entertainment Weekly magazine

Responsible for all one- and two-page features in growing weekly entertainment magazine.

1988-1991

Senior Desk Editor, The New York Times

Desk head of the Style desk, supervising copy editing, layout and production work of eight editors in production of sections including Living, Food, Home, Style and Fashion. Previously was an editor on the National Desk, handling breaking and enterprise news.

EDUCATION

Bachelor of Journalism, University of Missouri-Columbia.

Taught master's students as adjunct professor of journalism, Columbia University.

Digital/Interactive-Marketing Training, IPG Digital Media Lab, Los Angeles, 2007.

SEO Copywriting Certification, 2011. Advanced training, 2013-14.

SKILLS

- Management and mentoring of departments, projects, teams, vendors, freelancers and individuals
- Collaboration with designers, planners, community management teams and other stakeholders to deliver creative, engaging concepts
- Brand enhancement
- Creation of best-in-class web customer experiences
- B2B and B2C copywriting
- Corporate marketing and public relations initiatives
- Content strategy and editorial calendars
- Social media content engagement and metrics
- SEO content
- Video and podcast scripts
- Email and newsletters
- Case studies and whitepapers
- UX/UI content
- Rebranding and advertising campaigns

Proficient in PC and Mac, Microsoft Office suite, SharePoint, XML, basic HTML, .NET email platform and publishing, 20+ CMS tools, BrightCove, Videomatic, Morae, WebTrends, Omniture, AGILE, OPEX, Slickplan, NewsCred, Google AdWords, Google Analytics.