

MARK SWANSON
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MARKETING WRITER, CONTENT DEVELOPER AND EDITOR

I'm a data-driven storyteller that makes the complex simple. I'm a content strategist, creator and marketer that makes deliverables that get results, be it conversions, leads, education or brand awareness. I'm an empathetic, user-centered designer that has produced long reports that have earned my company international acclaim, award-winning journalism, web pages that significantly increased sales and blogs that raised millions of dollars for charity.

I give users what they want, where they want it, when they want it and how they want it.

Portfolio: <https://www.clippings.me/markswanson>

Key Skills

- Metrics and data creation and analysis
- Copywriting and editing
- Web design and development
- Campaign and project management
- Team leadership
- Content strategy
- Client and stakeholder relationships
- Process improvements
- Sales enablement
- SEO

PROFESSIONAL EXPERIENCE

Dell Technologies, Round Rock, TX

2011-2019

Copywriter, 2011

Senior Communications Advisor, 2011-2019

Sr. Communications Advisor: Optimized web pages and content for the Corporate Social Responsibility (CSR) section of dell.com, covering 5,000+ individual pages across nine languages and 92 countries. Also wrote and edited data sheets, white papers and case studies. Copywriter: Led content strategy, writing and editing of 2011 Corporate Social Responsibility Report, as well as web and print copy needs. Project managed from initial stages to printing.

- Used metrics to create unique taxonomy and overhauled the site architecture, streamlining content and reducing site by 10 percent.
- Had sole ownership as project manager of full refresh of the site in 2016, creating new content strategy, streamlining content, re-designing existing pages and enhancing SEO.
- Conducted customer interviews, data analysis and A/B testing to guide decision-making.
- With no budget allocation for project, researched competing sites, found inefficiencies and focused upgrades on a long tail search strategy.
- Tripled traffic year-over-year and almost doubled revenue participation from 2016 to 2017 and maintained gains throughout 2018.
- Managed and produced regional expansion of the CR site into eight foreign languages, creating traffic gains of 10x in China, 8x in India and 6x in Brazil.
- Built proprietary metrics report from scratch, providing regular guidance on gaps and needs.
- Managed three-person team of web developers and data scientists.

Giving Docs, Austin, TX
Director of Public Relations

2016-Present

Create content strategy and deliverables for FinTech startup currently enrolled in a high-profile incubator. Company works with non-profits and educates their users about estate planning.

- Author high-profile blog posts that accelerate business for renowned companies; garnered 1M+ hits on TheChive.com, raised \$21 million in bequests for Chive Charities.
- Created White Paper that generated 150+ sales leads.
- Examine how behavioral economics can positively affect consumer choices in the Startup Lab incubator at Duke University's Center for Advanced Hindsight.
- Manage social media channels and email marketing campaigns.

Texas Department of Transportation, Austin, TX
Copywriter

2008-2011

Led content strategy, page development and copywriting for the second-most visited state government web site in the nation. Led architecture refresh that significantly upgraded user experience that reduced complaint calls by 30 percent and increased traffic 25 percent.

- Optimized website keyword usage for 60,000 online pages, ensuring proper placement in internal search engine, as well as securing top placement for state DOTs in Google, Yahoo, and Bing searches.
- Reduced the TXDOT website's size by one-third with a complete redesign.

Texas Facilities Commission, Austin, TX
Technical Writer

2005-2008

Served as sole copywriter for state agency, delivering content to legislative and government officials, as well as citizens.

- Contributed copy to campaign for surplus property program that increased revenue by 17 percent.
- Developed speeches and presentations for a variety of audiences including legislative parties, clients, and the public.
- Delivered sound strategy guidance for the agency's PR, communications, and marketing plans.
- Produced engaging and effective internal and external marketing material, working in collaboration with individual programs, including the agency's first newsletter.

Independent Contractor
Freelance Writer and Editor

1997-Present

- Managing Editor for Rebilly (2019), writing blog content, developing style guide and managing freelancers
- Write sports, entertainment and travel articles for over 70 publications, including the Austin American- Statesman, The Dallas Morning News, Fort Worth Star-Telegram, Tallahassee Democrat, Miami Herald, Orlando Sentinel, Tampa Tribune, Florida Times-Union, Bergen (NJ) Record, At the Yard Magazine and the Atlanta Journal-Constitution.

EDUCATION

Master of Education, Sports Management
University of Texas, Austin, TX

Bachelor of Arts, English
Florida State University, Tallahassee, FL