

Ben Rock

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- An award-winning editor and creative director with more than ten years of experience in communications and publications
- A manager with the ability to successfully coach and mentor local and remote teams while creating and executing strategic project plans
- An expert in content strategy, technical writing, and brand development for magazines, SaaS startups, engineering firms, and health care nonprofits

Skills

Expert in

- *Chicago Manual of Style*
- *AP Stylebook*
- *The Gregg Reference Manual*
- Apple iWork
- Microsoft Office

Advanced Knowledge of

- WordPress
- HTML & CSS
- Camtasia

Intermediate Knowledge of

- Adobe InDesign, Illustrator, and Photoshop
- Final Cut Pro

Experience

Senior Technical Editor

September 2017–present

Operations & Marketing Specialist

May 2014–March 2015

Notkin Mechanical Engineers

- Strategically divided responsibilities among a team of four editors, ensuring successful project completion based on each member's individual strengths.
- Recruited and trained new editing team members, coaching each one as he or she learned the company's systems and procedures while helping to balance workloads across multiple projects and other office responsibilities.
- Completely overhauled the internal training materials, creating and implementing a true style and branding guide that included detailed instructions on all editing, publication, and project submittal procedures. (work in progress; estimated completion: January 2018)
- Revised highly technical reports, studies, and design narratives for a team of 30 mechanical engineers plus their architectural, electrical, and industrial engineering subcontractors, revising for comprehension by both expert and novice audiences.
- Edited mechanical specifications for fire suppression, plumbing, and heating, ventilating, and air conditioning.
- Revamped the marketing database in alignment with the company's future marketing strategy.

Content Manager

March 2015–August 2017

ServerPilot/HeatShield

- Nurtured relationships with industry bloggers through the implementation of a "link building" marketing plan, leading to a total 75% increase in search engine results, more visits to the company marketing site, and steady monthly increases in end user numbers.
- Developed content strategy, editorial calendar, and voice for the community knowledge base.
- Produced video tutorials on using the company's software as a service.
- Wrote and edited technical documentation on web development, cloud server management, and firewall management for audiences ranging from novice web developers to expert systems administrators.
- Maintained consistent search engine optimization growth through effective, informative, and instructional content.

Awards & Affiliations

- Recipient of an APEX Award for Publication Excellence for "Hepatitis C Update," *Healing Hands*, Vol. 17, No. 2, Spring 2013
- Recipient of 2nd Place Award in Best of Collegiate Design 11 for University of North Alabama *Diorama* 2003
- Former Media Partner of the National Gay & Lesbian Chamber of Commerce

Managing Editor

November 2012–June 2014

Contributing Writer

August 2011–December 2011

UNITE Magazine (formerly OMG! Magazine)

- Created and implemented a new business model to rebrand the defunct *OMG! Magazine* for distinct local markets as *UNITE Nashville* and *UNITE Indianapolis/Louisville*.
- Launched a national title, *UNITE Business*, through partnership with the National Gay & Lesbian Chamber of Commerce.
- Recruited and coached a team of 30 contributing writers and editors on magazine publication and how to write for target audiences.
- Trained and mentored the creative director on more effective and efficient use of Adobe Creative Suite while influencing the overall design according to the established brand image.
- Collaborated with an external vendor on the design and execution of a mobile-friendly website, rebuilding its navigation while regularly managing its content.
- Created headlines, subheads, and photo captions for local, national, and syndicated articles.
- Approved final proofs before printing and distribution.
- Interviewed local and national celebrities, politicians, artists, and philanthropists for articles and profiles.

Communications Coordinator

June 2012–August 2013

National Health Care for the Homeless Council

- Edited and facilitated the production of *Healing Hands*, the award-winning, peer-reviewed publication for health care for the homeless providers, while guiding the communications committee through interviews with subject matter experts in medicine and government policy.
- Improved the navigation of the Council website while collaborating with an outside vendor on software and performance improvements and database management.
- Coordinated the marketing and promotion of regional events and training opportunities across the country, resulting in the largest attendance at the National Health Care for the Homeless Conference & Policy Symposium in the organization's 27 year history.
- Increased webinar audiences from less than 100 attendees per session to more than 2,000 through effective use of email and social media marketing campaigns.
- Quadrupled social media fan base within the first three months.
- Provided technical and administrative support for the technical assistance and training programs.

Managing Editor & Creative Director

February 2012–September 2012

Out & About Newspaper

- Led the creative direction for a monthly news magazine.
- Implemented the publication's first annual editorial calendar, establishing three-, six-, and twelve-month content cycles through weekly and monthly meetings with writers, photographers, and board members.

Education

Bachelor of Science in Human Environmental Sciences, with Honors in English

- Concentration in Merchandising, Minor in Professional Writing, graduated 3.713, *Magna Cum Laude*
- University of North Alabama, Florence, Alabama, December 2005

Out & About Newspaper—continued

- Produced large-scale photo shoots with limited to no budget through effective negotiations with models, photographers, and hair and makeup artists, including an outdoor shoot that featured 25 models, a refurbished school bus, and a balloon drop.
- Served as the face of the publication, building relationships with potential advertisers and investors.
- Mentored voluntary contributors on proper news writing and interviewing techniques by way of writers' workshops and one-on-one development sessions.
- Pursued story leads using my affiliations with other publishers as well as various record labels, talent managers, and music associations.

Editor

November 2011–August 2012

Sky Publishers

- Edited articles and web copy for spelling, punctuation, organization, and content, with a focus on those highlighting professionals and advancements in fitness and health care.
- Maintained keyword density for search engine optimization.
- Coached freelance writers on how to better write for the web by way of electronic methods, including track changes, document comments, and web meetings.

Salon Director & Communications Coordinator *November 2006–October 2011*

TRIM Classic Barber & Legendary Beauty

- Drafted comprehensive operations and training manuals for a major salon that detailed software operating procedures, best policies and practices for client relations, and inventory management procedures.
- Co-wrote, -produced, and -directed a live hair show that featured three hair stylists working with thirteen models in a three-hour live production and successfully marketed the event across five states, resulting in ticket sellouts.
- Managed a team of over 30 employees while overseeing the schedules of 2,500 clients.

Visual Merchandiser & Co-manager

August 2005–January 2007

The Limited

- Created new company-wide brand guides using high-impact visual presentation while traveling to the prototype store on a monthly basis.
- Influenced brand messaging in signage and other marketing and merchandising collateral.

LifeStyle Editor & Writer

August 2001–October 2003

The Flor-Ala

- Authored and edited local and national news and entertainment articles.
- Designed high-impact, award-winning newspaper and yearbook layouts using QuarkXPress.