

ARTURO MORA

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ONLINE CONTENT PUBLISHER

Content Writing • Content Management • eMail Marketing

SUMMARY

Do you want well-written, relevant content online in a timely manner, without going through three people? I am the consummate Online Content Publisher, an entire department in one!

I write and edit online content...*Content Counts Most!* I can create web copy with a clear message that will lead the user towards the clear action you want them to take.

I manage online content...*Make It Look Good!* In addition to uploading your content, I can give it the crisp look it deserves: clean, uncluttered, engaging and synergistic with your message.

eMail Marketing and beyond...*Get the Message Out There!* I can help connect you to your intended audience, through your web page, eMail marketing, eNewsletters and social media.

SPECIFIC SKILLS & EXPERIENCE

- Published Writer...Online and print, marketing collateral, newspapers, magazines, I've written it all.
- Versatile Online Content Management...CMS, DreamWeaver, or html, whatever it takes.
- Thorough Project Management...A key skill set, putting it all together towards the finish line.
- Perfectionist Editor...Expert with spelling and grammar (I really *can* spell, a little editing humor there!).
- Online and Print-Ready...I move easily between both worlds, because both are still relevant.

EMPLOYMENT HISTORY Detailed resume available upon request



Unity of Montclair, *Communications Director (volunteer position)*, Montclair, NJ (2012– Present)

I direct the Communications team, including working with volunteers and paid staff. I am directing an overhaul of all Communications and Marketing efforts, including a complete redesign of the website.



BlackRock, *Online Content Publisher*, Princeton, NJ (2012– 2013)

Created original Online Content through research and writing, uploaded it to various company websites, and managed the online layout of those pages and others. Short-term contract expired.



Penton Media, *Online/Print Project Manager*, Overland Park, KS (2008– 2012)

Used strong vertical skills in online content management and print production for trade magazine publisher. Managed content for three websites and print production/content creation for 2000+ pages a year.



Panduit Corporation, *Print Production Manager*, Tinley Park, IL (1997– 2008)

Coordinated all print production, including major catalogs, marketing communications collateral and translations. Included some Marketing Communications and Technical Writing.

EDUCATION

University of Illinois, Champaign-Urbana, Bachelor of Science in Journalism
Adobe Web Design Certificate, Johnson County (Kansas) Community College