

# MILTON HERMAN

## Curious Writer with Technical Know-how



### CONTACT INFO

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### PROFILE

- Utility writer and problem solver with a passion for SaaS and digital.
- Software power user, always looking to discover, learn and evaluate tools.
- Proven collaborator with references in different fields and industries.

### SKILL SUMMARY

- **Content Strategy** - Connecting content with business objectives through governance and process.
- **UX Writing/Content Design** - Collaborating on digital experiences, workflows and interfaces.
- **Content Marketing** - Conceptualizing, writing, and editing blog and web content.
- **Analytics and SEO** - Tracking metrics, leads, keywords and backlinks.
- **CMS and Web Publishing** - Managing traditional or headless systems for content management.

### CURRENT WORK

#### WRITE LABEL

##### - Radio, TV and Internet Ad Writer

Scriptwriter for small businesses, media companies, agencies, and Fortune 500 companies.

### WORK HISTORY

#### TOPPLE

##### - Content and Marketing Lead

##### - May 2019 - Jan 2020 (9 months - released with references)

Content, marketing and social media operations for productivity/knowledge base startup.

**Day-to-day:** Content marketing and social media management, product marketing, Google Analytics, UX writing, GTM research, investor outreach.

#### BESTWAY GLOBAL

##### - Senior Content Strategist

##### - Dec 2017 - Apr 2019 (1 year, 4 months)

Content creation, workflow, and governance for thousands of product SKUs for international manufacturer.

**Day-to-day (CPG):** Product development, taglines, manuals, packaging copy, events/conferences and translation management.

**Day-to-day (Digital):** E-commerce product descriptions, email marketing, landing pages, video scripts and marketing content.

#### CLEARVOICE (ACQUIRED BY FIVERR)

##### - Lead Content Strategist, SEO Specialist

##### - Aug 2013 - Aug 2017 (4 years)

Metric-based, creative campaigns for large book of clients for digital marketing agency (pivoted to SaaS company in 2016).

**Day-to-day:** Content plans, style guides, infographics, taxonomy, information architecture, video scripts, wireframe/mockup collaboration, SEO outreach.

### INTERNSHIP / EDUCATION

USA Today/Gannett, Online Content Intern - 2013

Arizona State University, Journalism - 2012

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## ACCOMPLISHMENTS

- Hired as employee number #4.
- Worked on investor pitch deck, investor outreach, market research and networking.

## ACCOMPLISHMENTS

- Hired, trained and managed junior copywriter and team of freelancers.
- Awarded exclusive product deals with Walmart (Ozark Trail camping gear and H2OGO! water parks) and other top retailers.

## ACCOMPLISHMENTS

- Won ClearVoice employee recognition award (2015), runner-up the following year (2016).
- As team lead, I organized brainstorming, managed team feedback and assisted with hiring.
- As cold outreach specialist, I met or exceeded link building quota for 11 consecutive months (before promotion).

## WORK HISTORY (PROJECTS)

### TOPPLE

#### - Content and Marketing Lead

**Collaboration Workshops:** Worked with former principal engineer at Amazon to teach teams how to implement document co-reading and feedback loops.

**Marketing Manager:** Used Google Analytics and other tools to set up lead management and tracking for workplace collaboration blog.

### BESTWAY GLOBAL

#### - Senior Content Strategist

**Warranty Claim Redesign:** Did content design for rebuild of online warranty claim process. Coordinated with customer service and operations to cut ticket submission time in half.

**Global Stylebook:** Structured, designed and authored the first global stylebook with guidelines for 20 sub-brands and 10+ product categories.

### CLEARVOICE (ACQUIRED BY FIVERR)

#### - Lead Content Strategist, SEO Specialist

**SaaS Product Launches:** Developed in-app microcopy, action-based triggers and help center content for two product launches (content management tool and freelancer marketplace).

**Cabela's Campaign:** Managed SEO and content strategy campaign that increased YoY traffic by 19% and moved 12 "money" keywords into position one.

**B2B Blog Reboot:** Part of task force that increased blog traffic from 2900 monthly pageviews to 51,000 (CMI award finalist).