

# Owen B. Ray

B2B COMMUNICATIONS · COPYWRITING · MARKETING · EDITING · STRATEGY  
owenbray@gmail.com | 415-203-1359 | 851 S. McDowell Blvd. Petaluma, CA 94954

## Experience

Freelance | **Copywriter and Content Developer**  
September 2015–Current | Petaluma

Work with a high degree of autonomy on projects ranging from branding, product naming, executive bylines, email campaigns, ABM communications, blogs, whitepapers, communications strategy, and customer-facing web content while delivering to clients under tight deadlines.

Clients include: Glassdoor B2B, Uber for Business, Mozilla, SLI Systems, True Anthem, Point Source Audio, GuideSpark, Aactiva PR, and other B2B and B2C companies.

ARIA SYSTEMS | **Content Marketing Manager**  
May 2016–June 2017 | San Francisco

Plan, develop, and implement engaging marketing content campaigns across all channels and mediums to drive MQLs and increase brand awareness.

Complete content production of ~1.5 pieces per day including whitepapers, press releases, newsletters, customer case studies, web copy, digital ads, blog and social posts.

Increased blog unique visits by 143% and page views 80% year over year through more focused, useful, and conversational content and social efforts.

Work closely with PR agency and freelance writers to broaden Aria's visibility without increasing marketing spend. Earned/owned media in 2016 is up 104% over 2015.

Joint effort with advocacy team to cultivate customer participation in marketing efforts resulted in 2016 customer participation doubling that of 2014-2015 combined.

Manage freelance writers and designers to economically produce content including webinars, executive bylines, ebooks, blog posts, and infographics.

MOZILLA | **Copywriter (Contract)**  
September 2015–March 2016 | San Francisco

Write content for the Firefox Friends ambassador community to drive adoption of the Firefox browser and raise awareness of online privacy and security issues.

Helped raise engagement with a growing community with more regular contact and a fun, conversational tone.

Contributing to other projects including new product naming and branding, in-product messaging, and website copy.

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## More Experience

### MINDJET | **Editorial Director & Copywriter**

March 2013–August 2015 | San Francisco

Created engaging, human, and conversational B2B and B2C marketing copy across all company channels and mediums.

Rewrote nearly all web copy, resulting in increased trial adoption and conversion.

Directed SEO work for MindManager and moved ranking from page two back to number one for key search terms.

Day-to-day projects included crafting copy for email campaigns, product releases, blog posts, whitepapers, customer case studies, and sales collateral.

Brought product and sales teams into marketing efforts to create more meaningful collateral for presentations, tradeshow, and prospect meetings.

Wrote scripts and directed video production for new products and instructional videos.

### APLIA, CENGAGE LEARNING | **Project Editor**

April 2010–September 2012 | San Francisco

Oversaw product development from planning to publication. Updated products and managed production workflow throughout the lifetime of a product.

Managed online homework content development process, from manuscript review to release for multiple disciplines and products.

Created, tracked and managed schedules, project budgets and scope.

Hired and Managed writers, content developers, reviewers, editors, and outside contractors to assure that products met high quality standards, and that all stages of work were delivered on time.

Managed development process for new products, including scheduling, proofreading, editing, and reconciling reviews to ensure consistency, quality, and clarity. Assured content matched textbooks in difficulty, scope, and terminology.

Wrote original content and updated and aggregated existing homework content to match new textbooks.

Created process and documentation development for new products and workflows, and creating legacy processes where none previously existed.

Created a new process for test bank conversion when a new CMS was implemented, despite a high level of ambiguity.

## Education

SAN FRANCISCO STATE UNIVERSITY, BA, Journalism, Cum Laude