

JASON AXELROD

DIGITAL CONTENT WRITER / MANAGER / STRATEGIST

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PROFESSIONAL AWARDS

- 2020 ASBPE Awards for trade journalism | National Bronze and Regional Gold | Editorials
- 2019 ASBPE Awards for trade journalism | National Bronze and Regional Silver | Feature Article
- 2018 global, company-wide Informa Awards | Leading the Way award | Shortlisted | Website redesign
- 2018 ASBPE Awards for trade journalism | Regional Bronze | How-To Article
- 2017 ASBPE Awards for trade journalism | Regional Silver | Infographics
- 2015 Arizona Press Club Awards for journalism | 3rd Place Finalist | Community Business Reporting

PROFESSIONAL EXPERIENCE

Marketing Content Writer / Strategist | Delphix | Atlanta, GA | Mar. 2022–Present

- Created internal SME advisory panel and survey as a content generation initiative
- Built and maintained ongoing editorial calendar, leading monthly planning meetings for it
- Authored blog posts, case studies, press releases, white papers, and video scripts daily
- Distilled technical DevOps topics into engaging, SEO-focused writing for multiple buyer personas
- Interviewed internal subject matter experts and customers on and off camera for various content needs
- Edited external and internal content for various marketing, product, and sales teams

Senior Content Writer | ARPR Agency (now Alloy) | Atlanta, GA | Apr. 2021–Mar. 2022

- Wrote 1-3 B2B bylined articles and blogs per week for cloud, cybersecurity, fintech and health IT clients
- Distilled diverse technical subjects into SEO-focused writing for multiple professional audiences
- Led interview calls with client subject matter experts to learn topic ideas for content planning

Content Writer / Editor | American City & County Magazine | Atlanta, GA | Mar. 2016–Apr. 2021

Began as a staff writer and was promoted in under 2 years into a leadership and editorial role while still producing content on a weekly basis for this B2B news site and magazine

- Collaborated with editorial team to shape editorial calendars and implement content strategy
- Built and managed ongoing pipeline of freelancer-written content
- Wrote 2-4 short- and long-form B2B news articles per week and published on Drupal and Wordpress
- Sourced and interviewed subject matter experts about local government issues and trends
- Produced interactive data visuals, infographics, and podcasts

Digital Media Specialist | MicroCorp Inc. | Marietta, GA | May 2013–May 2014

- Spearheaded PR, social media and corporate communications operations

Editorial Intern | Mother Nature Network | Atlanta, GA | Aug. 2012–Apr. 2013

EDUCATION

Arizona State University | Walter Cronkite School of Journalism & Mass Communication

Master of Mass Communication | Business journalism specialization | Dec. 2015

- Business Reporter and Web Producer | Cronkite News | Aug. 2015–Dec. 2015
- Business Reporting Intern | The Seattle Times | Seattle, WA | May 2015–Jul. 2015
- Graduate Assistant | ASU and National Center on Disability and Journalism | Aug. 2014–May 2015

The University of Georgia | Grady College of Journalism & Mass Communication

Bachelor of Arts in Journalism, cum laude | Major: Mass media arts | Aug. 2012

- Staff Writer and Opinions Editor | The Red & Black student newspaper | Sep. 2010–Aug. 2012

SUMMARY

Award-winning digital content writer, editor, manager, and strategist with a track record of creating content solutions to educate or influence audiences.

Skilled at distilling complex concepts into SEO-driven written content, leveraging AI, building content strategies, and tracking performance via analytics.

Seeking roles such as content writer, content manager, or content strategist with a company, firm, or nonprofit.

SKILLS

Content creation:

- AP Style writing
- ChatGPT prompt engineering
- Content calendars
- HTML coding
- Interviewing
- Online research

Productivity tools:

- Basecamp, Hive, Monday SaaS
- Google Workspace
- Microsoft 365 / Office

Digital publishing:

- Drupal and Wordpress
- Google Analytics
- Keyword research
- Newsletters
- SEO best practices

Multimedia producing:

- Adobe Creative Cloud
- Infographic design
- Podcast production