

# CHRISTOPHER RUCKS

Content Strategist | Inbound Marketer | Writer | Creative

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## EXPERIENCE

### Content Strategist & Writer

MMV Marketing (freelance)    📅 2017 - Ongoing    📍 NYC

Content strategy, content design, and web writing solutions.

- Help brands lift content operations through data-driven content strategy.
- Relaunch/retool websites and content operations—identify goals, perform research, address IA, design content and write copy, institute management & governance measures.
- Offer writing services spanning rich long-form content, press releases, UX writing, and microcopy.

### Community Manager / Content Creator

Fishbowl (freelance)    📅 2017 - 2018    📍 Location

Venture-backed professional social networking platform and app.

- Collaborated with leadership to create high-impact engagement strategies to increase usage and active members.
- Increased user engagement and active users through micro-content, social copy, and push notifications.
- Listened to and monitored social conversations for insights, strategies, and community sentiment analysis.

### Marketing Manager (Inbound / Digital)

Music Dealers    📅 2015 - 2016    📍 CHI

An Inc. 5000 listed agency and SaaS licensing platform.

- Owned brand's marketing efforts (inbound, digital, product).
- Spearheaded content strategy: managed calendar; aligned content to goals; served as web editor-in-chief; implemented CMS platforms.
- Facilitated all content production: site copy, articles, case studies, whitepapers, eBooks, email, video, etc.
- Improved blog readership (21%), page views (7%), on-page clicks (9%), duration (37%), and e-commerce sales (17%).
- Managed team of writers, developers, graphic designers, and video producers toward marketing/content goals.
- Consistently met/exceeded lead targets through inbound, content, and digital efforts.

### Creative Director

www.dontmakebeats.com    📅 2014 - Ongoing    📍 NYC

Self-owned book publishing imprint and media property.

- Owner and creative director of www.dontmakebeats.com.
- Published book, Don't Make Beats Like Me, under own publishing imprint.
- Own marketing, content strategy, and content development.

### Marketing Associate

Music Dealers    📅 2014 - 2015    📍 CHI

An Inc. 5000 listed agency and online licensing tech platform.

- Established first marketing department: developed dual-audience marketing strategy, roadmap, and KPIs.
- Mastered Hubspot for digital marketing (email, social media, workflows, list management).
- Owned blog and process of content management and production.
- Maintained a 19% open rate for client emails, 27% for artists.

## SUMMARY

I'm a skilled content strategist and creative writer with a foundation built on inbound and digital marketing. I'm experienced with implementing content and messaging strategies while telling inspiring brand stories across product, web, and social. I'm adept at managing creatives and leading collaborative initiatives across teams. And I have a demonstrated history of solving problems in the startup, tech, and media worlds.

## EDUCATION

University of Michigan

English / Film

## MOST PROUD OF



#### Writing & Self-Publishing a Book

Self-published a 70K word nonfiction book, Don't Make Beats Like Me, for the creative / music production market.



#### Marketing Hustler

Led marketing for Music Dealers, a multi-million-dollar revenue music agency in Chicago. Built inbound marketing and content programs from scratch.

## MY SUPERPOWERS



#### My "pi-brain"

Uniquely left- and right-brained: I live in lists, keep budgets & tackle HTML and I'm a writer, photographer & designer.



#### Writing / Editing

A skilled writer who can adopt unique voices, I spread my abilities across business writing, short fiction, nonfiction, essays, and poetry.

## EXPERIENCE

### Manager, Content Acquisitions & Rights

[Music Dealers](#)

📅 2011 - 2013 📍 CHI

An Inc. 5000 listed agency and online licensing tech platform.

- Employed sales/marketing tactics to acquire content from local and international rightsholders.
- Wrote sales pitches and FAQ, developed partnerships, and designed and wrote user onboarding technical guides.
- Managed user base of 15,000+ rightsholders; created effective messaging and provided customer support for global roster.

### Marketing & Operations Manager

[Dynamic Producer, Inc.](#)

📅 2008 - 2010 📍 ATL

Membership-based online community and licensing company.

- Managed global community of users: owned content management, production, messaging, customer service, and user acquisition.
- Executed marketing strategy: launched email marketing campaigns, drafted web copy and blog content, and forged cross-promotion partnerships.
- Principal on event production; led teams to produce events with 500+ attendees in NYC, LA, and ATL.

### Paralegal

[Wargo & French, LLP](#)

📅 2004 - 2007 📍 ATL

Intellectual property and employment litigation law firm.

- Managed employee records-request program for multi-billion-dollar client.
- Reviewed and processed data to find relevant evidence for high-stakes cases.
- Assisted senior partners with client correspondence, pleadings, and case research.

## TECH

### Tech Tool Kung-Fu

Hubspot

Wordpress

Salesforce

Drupal

Google Analytics

Squarespace

## PUBLISHED

### The Content Arms Race

[Thrive Global](#)

by *Christopher Rucks*

📅 2018 🔗 <http://bit.ly/2LjKzm3>

A look into the cost of content proliferation.

### Don't Make Beats Like Me

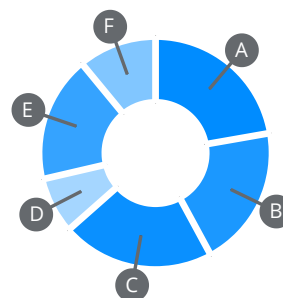
[MayDay Media Ventures, LLC](#)

by *Christopher Rucks*

📅 2017 🔗 [www.dontmakebeats.com](http://www.dontmakebeats.com)

"The bible for aspiring music producers."

## MY EXPERIENCE



- A** Content Strategy
- B** Content Development
- C** Writing & Editing
- D** Community Management
- E** Inbound Marketing
- F** Digital Marketing