

## Communications Manager & Content Strategist

I am a communications manager and content strategist. With more than twenty years' experience, I work at the intersection of internal and external communications.

In marketing, I create content, strategies, and campaigns to ensure our brand is consistent and impactful. In-house, I manage content to support a healthy and effective company culture. For both non- and for-profits, B2B and B2C organizations across multiple industries, I align storytelling throughout all communication touchpoints.

### PORTFOLIO

SHANEZIMMER.COM

### EDUCATION

M.A. Writing, Rhetoric, and Discourse, with distinction, 2025  
Certificate in Teaching English as a Second Language (TESOL), 2025  
DePaul University, Chicago, IL

M.A. Writing and Publishing, with distinction, 2013  
Certificate in Grant Writing, 2013  
DePaul University, Chicago, IL

B.A. Liberal Studies, English, 2000  
Humboldt State University, Arcata, CA

### SERVICES

- External & internal communications management
- Content development & strategy
- Website refresh
- Digital marketing
- Research
- Copywriting & editing
- SEO
- Workshops & presentations
- Writing tutoring

### CONTENT

- Short- & long-form
- White papers, case studies & success stories
- Website, blogs & social media
- Company & client profiles
- Video story boards & scripts
- Proposals & grants
- Infographics
- Podcasts

# SHANE ZIMMER

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## INDUSTRY EXPERIENCE

- Nonprofit & for-profit
- Financial services
- Insurance
- Technology
- Legal services
- Executive search
- Healthcare
- Education
- Real estate
- Academic

## CONTENT & COMMS MANAGER EXPERIENCE

9/23 – 6/25

### **DePaul University Writing Center - condor.depaul.edu/writing**

The Writing Center provides writing instruction for DePaul students & alumni.

- Managed communications, scheduling, deliverables, & instructor relationships
- Managed cohorts of tutors designated to work with students in specific courses throughout each quarter
- Collaborated weekly with other cohort managers

8/23 – Present **Vivirito Consulting - elizabethvivirito.com**

Vivirito Consulting is a marketing consulting firm focused on diversity, equity & inclusion in the financial sector.

- Write, edit & proofread impact reports, website content & social content

8/24 – Present **FiLab at Filene - filene.org**

FiLab tests new financial tools, products & solutions to help credit unions succeed.

- Strategize & develop impact reports, blogs & social content

1/20 – Present **Detwiler Consulting Group - herculeaneffort.net**

Dr. Darin Detwiler is a food safety consultant & recognized "icon" in the industry

- Edited & researched for Dr. Detwiler's book *Food Safety: Past, Present, and Predictions*, Elsevier Academic Press, 2020
- Currently editing & researching for his next book: *The Cost of Doing Nothing*

7/18 - 7/21

### **Zebra Technologies - zebra.com**

Zebra is a global corporation that builds & sells intelligent-edge technologies, including enterprise-level mobile computers, tablets, scanners, & printers, as well as software solutions & professional services.

- Senior copywriter responsible for writing & editing global content creation, incl. website copy, flyers, sales sheets, portfolio brochures, video scripts, training portals

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5/18 – 5/22

## **Resilient - imresilient.co**

Resilient designed & provided inclusive insurance programs to offer no-cost insurance to independently contracted “gig” workers.

- Managed communications, strategized & developed content, incl. Medium stories, web copy & presentations

6/18 – 3/19

## **Trimble Agile Assets – assetlifecycle.trimble.com**

Trimble AgileAssets is a leading provider of transportation asset management software globally.

- Revised blogs and white papers, website refresh support (content refresh, Keep/Delete/Update, SEO, etc.), misc. marketing and content work

7/17 - 5/18

## **Honeybee Solutions - honeybeesolutions.com**

Honeybee Solutions was a B2B software platform for contact centers.

- Strategized & developed content, incl. white papers, blogs & podcasts

11/17 - 3/18

## **Imagination - (Now the MX Group - themxgroup.com)**

Imagination was one of Chicago's leading content marketing agencies.

- Wrote & edited content for financial services clients, incl. SEO optimization
- Collaborated on content strategy, audience segments & personas

2/13 - 2/18

## **Financial Health Network - finhealthnetwork.org**

FHN is the national authority on consumer financial health, leading a network of financial services innovators to build better products and practices.

- Assisted in managing communications, touching nearly every aspect of FHN & the Financial Solutions Lab
- Wrote & edited story series, case studies, grantee profiles, blogs, press releases, & video story boards, incl. SEO optimization
- Created & implemented social media, digital & email marketing
- Implemented internal, corporate communications
- Assisted in a variety of miscellaneous projects as needed

6/16 - 5/17

## **Apollo Education Group - apollo.edu**

Apollo Education Group is one of the nation's largest providers of educational services, consulting services & technical support services.

- Developed case studies, articles, email campaigns & more
- Collaborated on content strategy, audience segments & personas

4/13 - 2/16

## **Witt/Kieffer - wittkieffer.com**

Witt/Kieffer is the nation's leading executive search firm in placing C-suite executives in higher education, healthcare & non-profit organizations.

- Developed RFP proposals for healthcare, higher ed. & nonprofit executive searches, as well as thought leadership & marketing collateral

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6/12 – 7/17 **Jonathan Eig - [Jonathaneig.com](http://Jonathaneig.com)**  
Mr. Eig is a Pulitzer Prize-winning author of seven nonfiction books.

- Editor and Researcher for *The Birth of the Pill*, W. W. Norton & Company, 2015
- Researched primary sources via online databases, inter-library loan systems & the Library of Congress
- Organized materials & citations from articles, theses, & microfilm
- Edited, proofread & fact checked

12/09 - 4/13 **Communications Director**  
**ADR Systems - [adrsystems.com](http://adrsystems.com)**  
ADR Systems is the largest alternative dispute resolution company in the Midwest, providing mediation, arbitration & other legal services.

- Managed external and internal communications
- Developed company articles, mediator biographies & website content
- Conducted market research
- Designed ads & mailers

11/08 - 9/09 **Communications Writer/Designer**  
**Wight & Company - [wightco.com](http://wightco.com)**  
Wight & Company is an architectural firm with more than 70 years in the industry.

- Developed internal and external communications, incl. articles for industry publications, narratives for B2B & B2C, case studies, newsletters, mailers, bios, service sheets, press releases

11/05 - 9/08 **Communications Manager**  
**Village Properties - [villagesite.com](http://villagesite.com)**  
Village Properties is the largest independent real estate firm in the Santa Barbara area, specializing in the high-end market.

- Managed external & internal communications
- Developed sales data reports, newsletters, press releases, agent bios, internal comms, B2B & B2C communications
- Developed brochures, postcards, & print ads

## TEACHING EXPERIENCE

9/24 – 11/24 **Composition and Writing Instructor - DePaul University**

- Taught eighteen freshmen students in a section of WRD 103, as part of DePaul's First-Year Writing program, in Autumn Quarter 2024
- Developed and managed content, lectures, writing & discussion activities
- Met with students individually for academic consultations
- Managed classes & grading, collaborated with instructors & administrators

9/24 – 6/25 **Writing Tutor & Student Leader- DePaul University Writing Center**

- Offered writing guidance to students from undergraduates to PhD candidates, on essays, articles, research papers, & dissertations.
- As a Student Leader, I helped create professional development workshops on employment practices, writing & tutoring strategies.

**REFERENCES** - Upon request at writershane@gmail.com