**Anne Hurley**

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# QUALIFICATIONS AND EXPERTISE

My senior editorial roles with **Microsoft, The Los Angeles Times, Concentrix,** and **VA.gov** give me a strategic skill set as a storyteller, brand copywriter, editor, and content strategist. I’m driven to translate complex language and concepts into engaging, actionable content.

## Recent content strategy, advertising, and writing experience

**2021-**

**Senior Content Strategist/Consultant, Concentrix**

Strategize and create high-engagement customer success stories, web copy, UX content and experiences, and sales enablement content. Microsoft Power Platform, Providence Health, sales enablement/thought leadership for mobile financial services offerings.

**2006-**

**CEO, Portable Storm Cloud Content Strategy and Communications**

Content strategy, editing and writing, SEO copywriting, ad copywriting, and analytics for variety of clients including government, cloud services, SAAS, education, ecommerce, workplace, lifestyle, and more. **Recent projects: Rewriting for Collibra.com website relaunch with case studies, web copy, emails, late 2021. Microsoft, Little Passports, Smartsheet, AT&T SEO.**

**2018-2020**

**Senior Web and UX Writer, VA.gov**

Worked through GovernmentCIO to convert user experience and content on VA.gov into plain, actionable, useful copy and tools for U.S. veterans, increasing engagement and user satisfaction.

**2016**

**Associate Creative Director, Pace Communications for USAA**

Supervised editorial team in executing best-in-class finance and lifestyle content for military families and veterans for digital channels for USAA. Led redesign and growth of [USAA Stories](https://stories.usaa.com/).

**2012-2013**

**Senior Editor, Allrecipes.com**

Co-owner of initiative to populate world's largest food site with food and recipe videos with SEO best practices. Strategized content and UX for site; co-creator of Dinner Spinner mobile app.

## Marketing, agency, and technical content experience

**2010-2011**

**Senior Copywriter and SEO Content Strategist, Possible**

Created content, SEO strategy, and campaigns for variety of clients.

**2008-2009**

**Managing Editor, iSoftStone**

Led team of four in creating all content for Microsoft Bing Maps.

**2006-2007**

**Managing Editor, MRM Worldwide Marketing**

Oversaw all content strategy and creation for Microsoft projects. Supervised staff of 10.

## Journalism and top content management roles

**2002-2006**

**Northwest Life Editor and Pop Culture Editor, The Seattle Times**

Head of daily features section in Seattle’s largest paper. Managed three editors and their staffs; led coverage of trends, gender identity, lifestyle, health, profiles, books, and pop culture.

**2001-2002**

**Senior Home Page Producer, MSNBC.com**

Responsible for choosing, editing, and posting all stories featured on home page during post-9/11 news cycles. Selected mix of stories to also feature trends, arts, health, and more.

**1998-2001**

**Editor-in-Chief, DVD/Video, Amazon.com**

Launched and oversaw all content, including writing all home page copy, for DVD/Video store. Supervised 10 editors and 55 freelancers in populating site. First Amazon store to be profitable.

**1993-1998**

**Executive Film Editor, The Los Angeles Times**

Led paper’s coverage of the film industry, including feature and trend stories, profiles, reviews, news, and more. Supervised five reporters and four critics, and 50+ freelancers. Oversaw special Sneaks, Oscars, and other themed editions. Staff won seven state and five national awards

**1992-1993**

**Senior Associate Editor, Entertainment Weekly**

Oversaw all one- and two-page features in magazine during significant growth period.

**1988-1992**

**News Editor, Style and National Desks, The New York Times**

As desk head of the Style desk, I supervised seven news editors in paper’s coverage of lifestyle, trends, fashion, home, and food. As a news editor on the National desk, I edited enterprise, investigative, and breaking news stories from all over the country.

**EDUCATION**

**Bachelor of Journalism**, University of Missouri-Columbia.

Taught master's students editing as adjunct professor of journalism, Columbia University.

**Advanced SEO copywriting training**, Susan Urban SEO, 2021

**SKILLS**

* Translation of complex, technical concepts and language into clear, actionable, engaging content for any audience
* Content strategy and execution
* Storytelling from idea to execution
* Using analytics to build data-driven content strategy
* Writing video and podcast scripts, emails and newsletters, banner ads, and more
* Managing projects, people, and teams