

# CRAIG L. IRONS

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## EXECUTIVE SUMMARY

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I am a results-driven communications strategist, leader, and storyteller with global consulting, retail, higher education, and agency experience. I specialize in digital and print content that attracts audiences, drives engagement, generates leads, and reinforces brand. A comprehensive overview of my career and professional samples can be viewed at <http://www.linkedin.com/in/craigirons>

## PROFESSIONAL EXPERIENCE

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**IRONS STRATEGIC CONTENT**, Morgantown, WV

January 2022 - Present

*A strategic content creation services company specializing in high-quality writing & editing.*

### **President & Lead Content Creator**

Provides strategy and B2B, B2C, and internal communications content creation services to agencies, businesses, thought leaders, and a wide variety of organizations.

Industries served include:

- Professional Services
- Consulting
- Higher Education
- Global Manufacturing
- Human Resources
- Financial Services
- Healthcare
- Real Estate

**PEP BOYS**, Philadelphia, PA

March - October 2021

*A \$2 billion aftermarket automotive service company with more than 1,000 locations and 8,500 employees.*

### **Manager, Human Resources Communications and Projects**

Formulated strategy for, planned, and executed segmented communications—email, background materials, personnel announcements, store signage, intranet, social media—that reinforced Pep Boys' employment brand, and communicated about important talent management processes, facilities, and special events.

- Worked closely with senior leadership to craft executive communications, slide decks for Board, and internal emails communicating important information about the business.
- Collaborated with executives, HR, legal, environmental, facilities, and other stakeholders to communicate policies and protocols related to COVID-19, CDC recommendations, local ordinances and mandates, and vaccine requirements.
- Oversaw implementation and adoption of newly implemented intranet platform.
- Administered a \$100,000 scholarship program that awarded 15 scholarships to students enrolled automotive technician programs.
- Served on subcommittees charged with creating a marketing plan for the company's charitable foundation, and with evaluating employee applications for aid from the foundation.

## PROFESSIONAL EXPERIENCE (Continued)

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**DEVELOPMENT DIMENSIONS INTERNATIONAL (DDI)**, Bridgeville, PA

2000-2020

*A \$150 million global human resources consulting firm with multiple Fortune 500 clients and offices in 26 countries.*

### **Marketing Content Manager (2017-2020)**

Strategized, formulated, and published content on multiple platforms to advance DDI's strategic priorities, marketing objectives, and client relationship, lead generation, and sales goals. This content supported sales enablement, demand generation, user experience, mobile strategy, and social media engagement.

- Formulated a comprehensive content strategy for DDI marketing, encompassing goals, key messages, personas, buying journeys, demand generation, SEO and SEM, and social media.
- Partnered with senior leadership, key stakeholders, and teams across the organization to craft the right messages, ensure high quality, optimize distribution and delivery through owned, paid, and earned platforms, and ensure the best possible audience/user experience.
- Served as publisher, managing editor, and project manager for DDI's magazine, blog, podcast, monthly email newsletter, and client case histories.
- Established a content scorecard to track impact of tactics and support data-driven decisions.
- Created and executed on marketing, communication, and amplification plans for individual platforms and tactics, and for the optimization of major pieces of DDI thought leadership, research, and other content.
- Leveraged relationships with internal partners to establish a global pipeline of thought leadership on business-relevant topics.

### **Managing Editor (2013-2017)**

Shaped strategy, created content, and provided project management for a full range of marketing assets, online and electronic marketing content, research studies, event invitations, sales collateral, and publications.

- Managed editorial, design, production, and distribution of DDI's GO magazine and newsletter, the company's flagship publications read by more than 50,000 HR executives, leaders, and professionals worldwide.
- Partnered with salespeople, marketing leaders, and clients around the world to write and publish client case histories.
- Matched staff and freelance writers with assigned projects.
- Worked directly with senior executives and thought leaders to produce bylined articles for trade media, research reports, major event invitations, demand generation e-marketing campaigns, blogs, and social media content.
- Led content distribution team, whose mission is to optimize, amplify, and coordinate content marketing efforts.

### **Senior Writer (2000-2013)**

Led a team of staff and freelance writers to create high-impact marketing communications pieces, collateral material, publications, podcasts, videos, research studies, and thought leadership in support of DDI's global marketing strategy and objectives. Supported internal communications, branding, and media relations efforts.

- Consulted with senior managers, marketing consultants, international marketing managers, and product line leaders on internal and external communication strategy and tactics.
- Wrote and edited copy for a full range of B2B marketing and internal communication materials/publications.
- Managed creative projects, coordinating with project leaders, designers, printers, external agencies, and vendors.
- Worked with senior management to shape the editorial vision and co-managed the launch of a highly successful print and electronic magazine that advanced the DDI brand and generated more than \$500,000 in sales opportunities.

- Served as lead copywriter on team that designed four “Best in Show” booths at a leading industry trade show.

## PROFESSIONAL EXPERIENCE (Continued)

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**Assistant Professor**, Point Park University, Pittsburgh, PA 2013-2014

Taught graduate-level course in public relations writing. Provided students with a comprehensive, hands-on overview of the writing demanded of public relations professionals and facilitated development of professional communication skills.

**Instructor**, Penn State Greater Allegheny, McKeesport, PA 2005-2008

Taught undergraduate courses in business writing, public relations, and marketing. Applied professional knowledge, experience, and training expertise to create a learning environment promoting a “real-world” perspective and developed students’ writing, research, and presentation skills, providing opportunities for the application of those skills.

**Account Supervisor**, Yearick-Millea, Pittsburgh, PA 1996-2000

Managed planning, implementation, and delivery of strategic communications services to multiple national, local, non-profit, and B2B clients. Managed all editorial and marketing functions for Lighthouse Point Press publishing division.

- Attained media coverage for clients through major media outlets, including CNN, the Associated Press, and *Investor’s Business Daily*, as well as local media.
- Cultivated and grew individual accounts.
- Coordinated editing, design, printing, and marketing plan preparation for two Lighthouse Point Press titles.
- Arranged working agreement with nation’s largest book distributor.

**Director of Annual Fund**, Davis & Elkins College, Elkins, WV 1990-1993

Managed all direct mail and telemarketing fund raising programs in support of the college’s annual fund and a successful \$20 million capital campaign.

- Created appeal letters, training materials, and telemarketing scripts.
- Recruited, trained, and supervised staff and volunteer fundraisers.

## EDUCATION

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### WEST VIRGINIA UNIVERSITY

Master of Science degree in journalism.

### JAMES MADISON UNIVERSITY

Bachelor of Science degree in communications.