
Mark Thomas Rumble

📧 markrubble.com

Senior Content Strategist

Protagonist of combining creativity with data analysis to deliver digital solutions.

Holistic digital professional and former journalist with more than 12 years of experience shepherding ideas into tangible initiatives. Swiss-Army-knife versatility in the digital arena. Trusted digital translator and skilled in speaking the language of developers, designers, writers and marketers. Expert interviewer of stakeholders; deep diver of data; enthusiastic creator of Excel-based reports.

Core Skills & Strengths

- Project Management
- Cross-Team Management
- Writing and Editing
- Content Management
- User Experience
- CMS Expertise
- Data Storytelling
- Digital Analytics
- HTML
- CSS
- Email Marketing
- Excel Expertise

Related Software Knowledge: Wordpress | Sitecore CMS | Google Analytics (certified by Google), Tag Manager and Search Console | Adobe Photoshop, Illustrator and Dreamweaver

Experience

ACADEMY OF NUTRITION AND DIETETICS **Cleveland, OH (Remote Employee) - 3/16 to Present**
World's largest organization of food and nutrition professionals. Headquartered in Chicago.

Senior Manager, Web Content Strategy

Oversee content updates and digital projects for multiple Academy websites, including eatright.org and eatrightPRO.org, which attract over half a million monthly users. Supervise two direct reports and freelance writers; manage project prioritization and use of \$10,000 monthly retainer with outside development agencies; facilitate cross-departmental collaboration for digital initiatives.

- Completed multiple digital initiatives in summer 2018, including GDPR updates and SAML authentication implementation. Budgets for projects exceeded \$50,000.
- Guided Academy during its Sitecore CMS upgrade initiative, which affected three sites and over 2,000 webpages. Served as primary contact between development agency for the project and the Academy. Completed in February 2018.
- Implemented advanced website tracking using Google Tag Manager to measure on-page interactions and engagement.

AMERICAN DENTAL ASSOCIATION (ADA) **Chicago, IL and Cleveland, OH - 6/12 to 3/16**
Nation's largest dental association, representing more than 157,000 members. Founded in 1859.

Freelance Digital Strategy Consultant **Cleveland, OH (Remote Employee) - 7/15 to 3/16**

Executed special assignments at behest of Marketing Director.

- Chosen as lead representative for marketing department during implementation of new search engine for ADA websites. Identified Web content on 13 different sites to be indexed for search engine and provided search functionality requirements to developers.
- Designed three templates and customized CSS for aforementioned search-results page.
- Assessed ADA.org login process and then made enhancements to login-page content and front-end functionality — using CSS and Javascript — to improve user experience.

Manager, Digital Content Strategy

Chicago, IL - 6/12 to 7/15

Collaborated and liaised with senior leaders from multiple departments — marketing, design, IT and more — to lead digital efforts for the ADA. Initiated conversations about new website technologies and trends; facilitated learning sessions focused on digital best practices for staff and association-members.

- Spearheaded, along with 4 other team members, a redesign and content migration project for ADA websites. Project completed on time in May 2014.
 - Co-managed team of five freelance content specialists.
 - Successfully advocated for redesign to employ responsive web design and assisted lead web designer in implementing new site layouts.
 - Audited nearly 3,500 Web pages and built content matrix used to manage migration.
- Conceived, interviewed and hired new position — ADA digital production coordinator.
- Established and led cross-divisional, monthly meet up for ADA digital content contributors.

Awards Resulting from 2014 ADA.org Redesign Project:

- Personally recognized with “ADA Executive Director’s Recognition Award” for “going above and beyond throughout the development of the new ADA.org.”
- Project awarded first place in Association Trends All Media contest in “Website” category.

NATIONAL ASSOCIATION OF REALTORS

Chicago, IL - 5/12 to 6/12

America’s largest trade association. Serves 1 million members who work in real estate industries.

Freelance Content Strategist for Realtor.org

Reviewed content for style inconsistencies; created digital content for website.

KITCHENS.COM & IBATHS.COM

Chicago, IL - 11/06 to 3/12

Online magazines about home design – combined the sites received over 2 million pageviews per month.

Senior Editor & Content Strategist

Served as project manager during the creation of iBaths.com in 2009. Following launch of the iBaths.com, managed and developed its content. (iBaths remained online from March '09 to Feb. '14.)

FAN CLUB: REALITY BASEBALL

Schaumburg, IL - 6/06 to 9/06

Online and interactive reality show about minor league baseball hosted on MSN.com in summer of 2006.

Head Writer (Contract Position)

Collaborated with field and story producers to find narratives for video and written content. Generated one-to-two feature articles each day for show’s website.

THE TIMES HERALD

Port Huron, MI - 12/05 to 6/06

Gannett-owned daily newspaper with a weekday circulation of 27,000 and a Sunday circulation of 37,000.

Features Reporter

Met daily deadlines, conceived story ideas and wrote eight articles per week featured in newspaper and its weekend magazine. Created a pop culture blog entitled the “The Daily Rumble” for paper’s website.

MODERN LUXURY MAGAZINES

Chicago, IL - 9/02 to 12/05

Publisher of luxury lifestyle magazines in major U.S. markets, including Chicago and Los Angeles.

Contributing Writer and Editor

Penned and edited two-to-three articles per month for various Modern Luxury publications. Selected as senior editor of Men’s Book magazine during its 2004 launch.

Professional Associations, Personal Projects, Volunteering and Education

Professional Associations: Board member of Cleveland Web Association (7/16 – 12/17)

Personal Web Project: ManUpChicago.com founder; lifestyle website for Chicago men (1/11 – 1/13).

Volunteering: Web writer and strategist for Taproot Foundation (6/12 – 5/13).

Education: University of Michigan, Ann Arbor

B.A. from college of Literature, Science and the Arts | Majors: Economics and English.