

RICHARD J. KRUEGER

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SUMMARY

EXPERIENCED COPYWRITER

A compelling record of creating engaging, intelligent copy across a wide-range of media types

SOCIAL MEDIA GURU

Live and breathe all major social media platforms, including Facebook, Instagram, LinkedIn, Twitter, YouTube, Snap, Reddit, WordPress, TikTok, and more

CONTENT MARKETING STRATEGIST

Create, curate, and distribute content in various formats that speak to specific products, use cases, and audiences

BEST-SELLING AUTHOR

Authored, co-authored or served as researcher/copy editor of the following books:

- **Rockonomics: A Backstage Tour of What the Music Industry Can Teach Us About Economics and Life;** Copy Editor/Researcher; Crown Publishing, 2019
- **Facebook Advertising for Dummies;** Author; Wiley & Sons
- **Facebook Marketing for Dummies;** Author; Wiley & Sons
- **Connect! Marketing in the Social Media Era;** Contributing Author; Blurb Publishing

INDUSTRY THOUGHT LEADER

- Member of Facebook's advertising advisory panel
- Featured speaker/panelist at key industry events

SKILLS

- Passion for developing and implementing innovative content-driven campaigns
- Knowledgeable in leveraging Google analytics
- Skilled at simplifying complex technical concepts
- Experienced with SEO and keyword research
- Promotes creative/collaborative environment
- Hands-on experience with content management systems and marketing automation platforms
- Familiar with in-bound marketing tactics

EDUCATION

Ithaca College, School of Communications

B.A. in Advertising; Minor in Journalism

ONLINE REFERENCES

- www.linkedin.com/in/rkrueger/
- www.richardkrueger.com
- www.aboutfaceagency.com

EXPERIENCE

ABOUTFACE AGENCY; CHIEF CONTENT OFFICER

Oct. 2014 – Present; New York, NY

- Oversee copywriting/editing at boutique agency
- Manage all digital channels, including but not limited to paid, owned and shared
- Develop product positioning, competitive analysis, brand and style guidelines
- Deploy web analytics and social listening tools
- Clients include: Appian, Doolli, mCIG, Realogy, Screen, Tru-TV, VividGro

CANNABIS MAGAZINE; FEATURES WRITER

Apr. 2017 - present; Las Vegas, NA

- Write for cannabis life-style online magazine
- Develop advertorials, feature articles, FAQs, guest blog posts, social media content and short-form videos
- Research and interview industry executives
- Attend trade events and report on industry news
- Write new products section

MICROSTRATEGY; SENIOR DIRECTOR

Aug. 2011 – Oct. 2014; Tysons Corner, VA

- Oversaw marketing for leading analytics platform
- Served as product evangelist at key industry events and media
- Led partner marketing initiatives and oversaw relationships with key technology, consulting and channel partners
- Developed marketing funnels and created customer journeys from awareness through purchase
- Managed internal and external marketing teams/agencies
- Responsible for content across company's social media channels

KASPAROV CHESS; VP OF MARKETING

May 2002 – July 2011; Tel Aviv, Israel/New York, NY

- Managed largest chess community on the web
- Created daily syndicated chess news service
- Oversaw branded e-commerce store
- Rolled out GrandMaster video e-learning series

TIME INC.; DIRECTOR OF NEW MEDIA

May 2002 – Jan. 2011; New York, NY

- Developed promotional launch plans for new web initiatives across Time Inc. titles, including: InStyle, People, Sports Illustrated, Time, etc.
- Launched Pathfinder.com umbrella online portal
- Managed AOL, Compuserve and Prodigy partnerships
- Oversaw 100K+ member-based email newsletter, highlighting weekly online programming highlights