

Richard Krueger

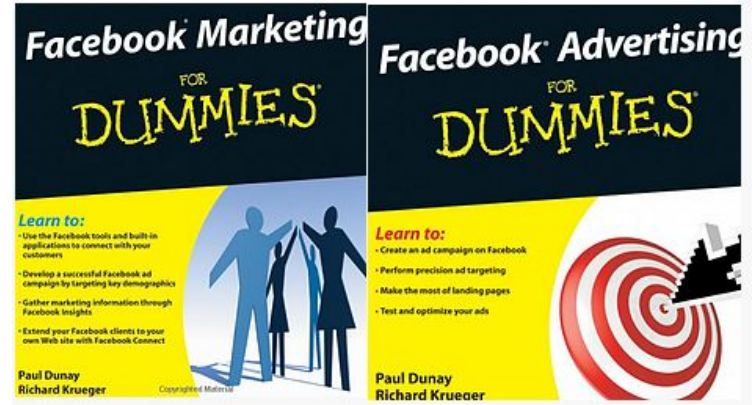
Technical Copywriter

About Richard

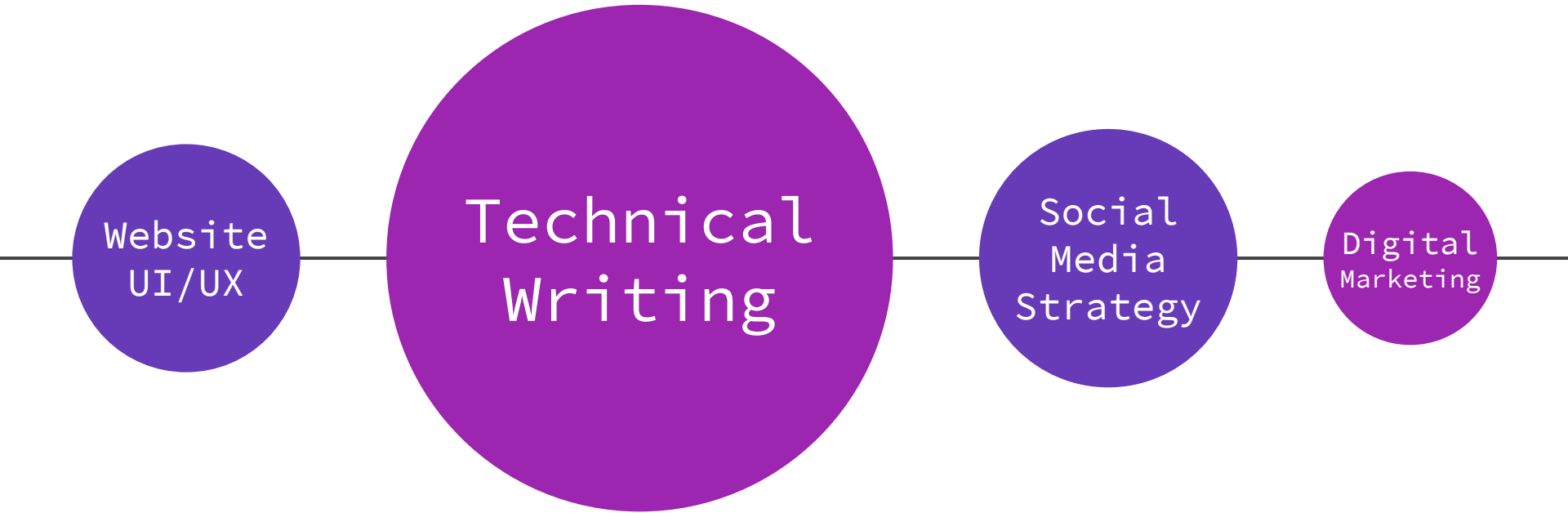
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I'm passionate about writing compelling copy that connects with people in impactful ways. I've spent the last two decades simplifying the complex, educating customers, and strategizing innovative digital experiences for small startups to the world's biggest technology companies.

I live in New York City, play keyboards, and am author of two best-selling Dummies books on social media marketing. But my greatest accomplishment is my 20 yr marriage to Cindy and our 17 year old son, Lucas.



Skills & expertise



Portfolio

Data Sheets



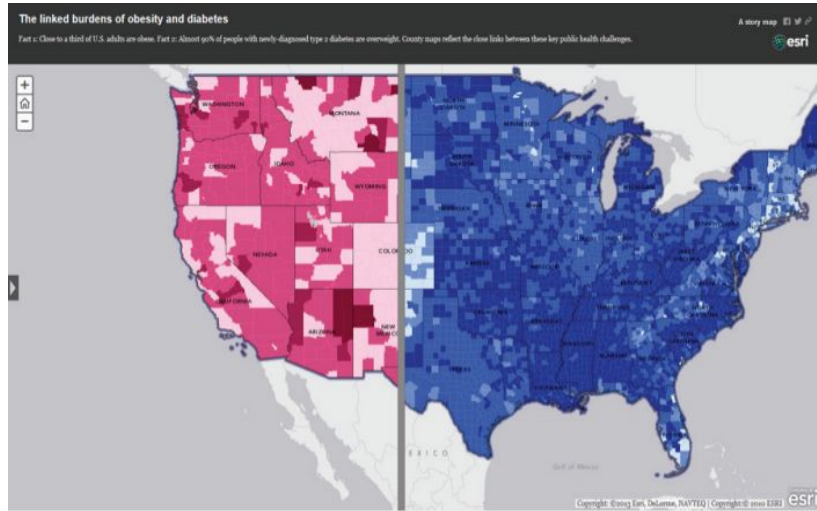
Platform 9

Executive Summary: Hybrid Clouds that Just Work - [Link](#)

MicroStrategy

Sell sheets for Usher and Wisdom mobile apps - [Link](#)

Technical White Papers



MicroStrategy

Why does Location Analytics give you a competitive advantage? [Link](#)



Appian

Human Resources Solution for the United States Department of Treasury - [Link](#)

Customer Success Stories



MicroStrategy

Success Story with GUESS, Inc. - [Link](#)



Dooli

Buffalo State Partners with Dooli on Faculty Reporting - [Link](#)

Explainer Videos

GLOBAL DATA TRANSPARENCY



TreasuryPay

Global Data Transparency - [Link](#)



Appian

Why Companies Choose Appian - [Link](#)

Website Copy

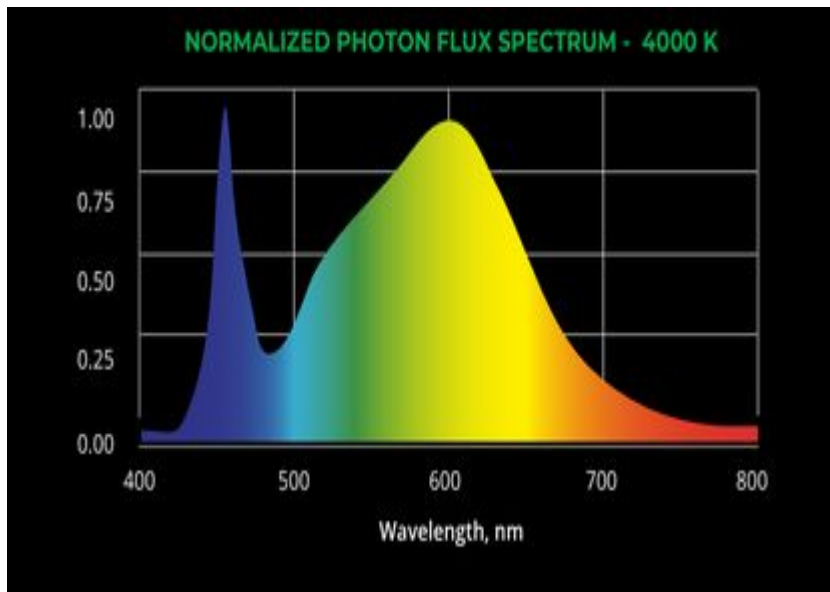
Appian is a recognized global leader in intelligent business process management systems (iBPMS), dynamic case management (DCM), digital process automation (DPA), and low-code development.

I wrote their Industry Solutions pages on their corporate site, as well as many of the case studies.

[Link](#)



Blog Posts



VividGro

Making Sense of LED Grow Light Specs -

[Link](#)



Ringlead

How to Build Your MarTech Stack Around Marketo: The Five Questions Every Marketo Implementation Must Answer - [Link](#)

Infographics



MicroStrategy - Marketing Data

Series of Infographics highlighting social media data by Facebook - [Link](#)



VividGro

Cannabis-Infused-beverages market overview - [Link](#)

Career highlights

Founder

AboutFace Digital: New York, NY
Aug. 2014 - Present

Senior Director, Marketing

MicroStrategy: Tysons Corner, VA
Aug. 2010 - Dec. 2014

Chief Marketing Officer

Kasparov Chess: New York, NY
Dec. 2002 - Aug. 2010



Contact

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