

# STEPHAN MALDONADO

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Content Marketer • Senior Editor • Leadership • Strategy Development • Project Management

Versatile, outcome-driven writer with roles as Senior Editor, Content Strategist, and Senior SEO Analyst spanning education, health, risk management, and consulting industries. Experience collaborating with creative and digital teams to transform original ideas into compelling content. Success growing traffic and increasing engagement. Skilled in developing content strategies, resulting in high-impact features aligned with business goals. Strong passion for storytelling, extensive blogging experience, and a foundation that includes a B.A. in English from Cornell University.

## KEY SKILLS

Storytelling, Content Marketing Strategy, Copywriting, B2B, B2C, Editing, Project Management, Blogging, Whitepapers, SEO, Press Releases, Newsletters, Editorial Calendar, Research, Copy Editing, Content Optimization, Google Analytics, BrightEdge

## PROFESSIONAL EXPERIENCE

### VERISK | Jersey City, NJ (Jun. 2021 – Present)

#### Content Strategist

*Verisk is a leading analytics provider that serves as the strategic technology partner to the insurance industry, providing data-driven insights to help insurers make smarter decisions about risk.*

- Drive corporate brand messaging by developing and implementing successful content strategies across digital channels.
- Maintain an understanding of the insurance industry, Verisk solutions, and the competitive landscape.
- Collaborate with product marketers to develop quality, customer-focused digital content for revenue-driving campaigns, including video scripts, whitepapers, blogs, brochures, product pages, and landing pages.
- Manage production of annual CSR Report. Partner with Chief Sustainability Officer and business leaders to tell the story of Verisk's progress towards ESG commitments; interface with internal and external resources, including designers and print vendors, to coordinate production and distribution of this critical investor-focused report.
- Recommend, develop, and execute strategic programs to support marketing and corporate objectives, boosting awareness of Verisk's expertise, proprietary data, and track record of innovation.

### VAULT | New York, NY (Jun. 2018 – Jun. 2021)

#### Senior Editor

*Vault (now Vault | Firsthand) provides solutions for professionals and students pursuing their careers; known for influential rankings and reviews on thousands of top employers and hundreds of internship programs.*

- Managed Vault's annual *Best Consulting Firms to Work For* rankings. Vetted firms for eligibility and coordinated distribution of surveys to 17,000+ consultants who rate employers on decision factors like culture, quality of life, and compensation.
- Interpreted survey data to identify trends in employee feedback, leveraging insights to write compelling employer profiles for participating firms.
- Collaborated with client firms to brainstorm and create employer-sponsored content, including SME interviews and "Day in the Life" articles.
- Wrote engaging content for Vault's blog to support job seekers and provide insights into job market trends and current events, viewed by 45,000+ users monthly.

- Managed eight contributing writers to write and edit content.

## **MARKET AMERICA | New York, NY (Oct. 2016 – Oct. 2017)**

### Copywriter and Content Strategist

*Market America is a direct selling company founded in 1992, utilizing the web domain SHOP.COM for retail e-commerce.*

- Reported to Chief Marketing Officer to implement content strategy across SHOP.COM that established the firm as an authority in the health and nutrition space and promoted products.
- Developed and executed multiple editorial calendars; wrote high volumes of content on health-related topics.
- Collaborated with SEO managers to identify new content opportunities; optimized content in alignment with keyword- and intent-based research.
- Worked with legal department to ensure content adhered to FDA-approved product claims.
- Updated published content to maintain accuracy of information on a regular basis.

## **HORIZON MEDIA | New York, NY (Jan. 2016 – Oct. 2016)**

### Senior SEO Analyst

*Horizon Media is an independent marketing and media services firm that negotiates, buys, and plans deals across the media spectrum of television, radio, newspapers, billboards, and digital.*

- Spearheaded keyword strategy for two top-tier clients—Dignity Health Medical Group and Kia Motors—identifying new opportunities to improve rankings.
- Integrated keyword research and competitive analyses into goal-driven content strategy.
- Provided recommendations for on-page content optimization and metadata.
- Offered best practice suggestions for content creation, optimization, and social media.

## **RAZORFISH | New York, NY (Jun. 2014 – Nov. 2015)**

### SEO Content Analyst and Copywriter

*Razorfish, part of Publicis Groupe, is one of the world's largest interactive agencies, providing web development, media planning and buying, technology and innovation, emerging media, analytics, mobile, advertising, creative, social influence marketing, and search.*

- Revitalized Strayer University's content strategy by brainstorming blog topics to create a new editorial calendar with compelling, targeted, and creative content and shift brand perception.
- Amplified web traffic by 1,677% from Q2 to Q3, attributed to authoring 72 effective blog posts.
- Wrote in different personas to build audiences across student demographics, adhering to brand voice and supporting various marketing campaigns.
- Helped develop a comprehensive style guide to familiarize writers with brand voice.
- Conducted SEO keyword research for top-tier brands: UNIQLO, Mercedes-Benz, HP, Visa, and Ford.

## **2U, | New York, NY (Jun. 2011 – Jun. 2014)**

### Microsite Coordinator (Sept. 2012 – Jun. 2014) | Inbound Marketing Intern (Jun. 2011 – Sept. 2012)

*2U is an American educational technology company that contracts with colleges and universities to offer online degree programs, supplying cloud-based software-as-a-service platforms.*

- Developed content strategy for three microsites affiliated with USC Rossier School of Education, USC School of Social Work, and Georgetown University School of Nursing and Health Sciences.
- Collaborated with marketing directors and brand managers to ensure adherence to brand guidelines.
- Hired initially as an intern copywriter, producing 100+ pieces of content and blog posts.

## **EDUCATION**

**B.A., English, cum laude** | Cornell University | Ithaca, NY (May 2012)