

## **General Achievements:**

- Content overhaul and management for a new company website (Tools4ever).
- Created 4-part, educational white paper series on Identity and Access Management (IAM) software.
- Organization for Education Technology and Curriculum (OETC), 3-year partnership contract.
- Akron Public Schools RFP, 3-year customer contract (\$160,000).
- Business Co-Founder & Content Creator: U.S. Hurling & Supply Co. (Ecommerce).
- Coordinated and completed interior finish work for 23 Habitat for Humanity homes in 22 months.

## **Aptitudes:**

- Extensive writing experience covering diverse topics and audiences with a love for stories; preference for writing accessible, educational analysis of 300+ words and instructional/“How-To” content.
- Adept at creative problem solving, research, and synthesizing multidisciplinary information.
- Consistent leadership and teaching experience in professional, sport, and special interest capacities.
- Love to learn; acquire knowledge and skills exceptionally fast, particularly when “on-the-job.”

## **Employment History**

### **Tools4ever**

**August 2016 - Ongoing**

Senior Technical & Marketing Writer

July 2019-Ongoing

- Lead content creator and editor for English-speaking countries—including website, white papers, articles, and additional marketing content (responsibilities retained from prior role).
- New company website: content management and creation, page building, and SEO.
- Oversee and edit content created by contractors and junior marketing employees.

Technical & Marketing Writer

August 2016-July 2019

- Created 4-part white paper series on Identity and Access Management software, promoting brand awareness and company expertise; utilized as introductory material for both technical and non-technical audiences.
- Organization for Education Technology and Curriculum (OETC) Partnership Contract: oversaw proposal creation and conducted onboarding marketing communications for a consortium of 1,000+ educational institutions.
- Akron Public Schools’ IAM Contract (\$160,000); Tools4ever’s largest education-customer RFP won to-date.
- Optimized website (SEO) and reformatted case study processes to realign with current market needs.
- Coordinated the West Coast office’s marketing efforts, including relationships with partner organizations, tradeshow logistics, and various campaigns (all territories West of the Mississippi River and upper Midwest).

### **Americorps Member, Tacoma-Pierce County Habitat for Humanity** **October 2014 - August 2016**

Grant Writer & Monitor, Technical Documentation

October 2015 - August 2016

- Supervised Tacoma Public Health Department Walkability Grant (\$10,000): targeted the dual goals of improving public health by leading community walking groups as well as through reporting pedestrian and traffic infrastructure analysis.
- Designed walkability grant timelines, roadmaps, benchmarks, surveys, and trainings; assessed roadside infrastructure; regularly engaged community members via physical activity; submitted quarterly grant reports; and coordinated partnership between community leaders and county-level government departments.
- Wrote Tacoma/Pierce County Habitat for Humanity’s (TPC H4H) Homeowner’s Manual.
- Edited Habitat Connects Strategic Planning and Expansion Proposal, targeted at making TPC H4H’s Homeowners’ Association model (“Habitat Connects”) a nationwide standard for community development.

Construction Site Coordinator

October 2014 - August 2016

- Coordinated and completed interior finish work for 23 Habitat for Humanity homes in 22 months.

# John Wilkinson

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- Managed team projects requiring different construction processes with a rotating, often inexperienced volunteer labor force of up to 15.
- Scheduled operations across 4 departments and 3 job sites to maximize efficiency, guarantee deadline completion, and ensure code and regulatory compliance.
- Provided a welcoming environment on work sites necessitating constant awareness, impromptu problem solving, precision, and quality.

## **Education**

University of Connecticut September 2010 - May 2014

B.A. in English and Economics; University Scholar and Honors Distinctions  
Minor in Women's, Gender, and Sexuality Studies

University Scholar Award May 2014

UConn's most-prestigious undergraduate academic program, awarded for original thesis work occurring over a student's final three semesters; no more than 30 per graduating class.

## **Technology**

Adobe Certifications (In-Progress)

Photoshop December 2020 - Ongoing  
InDesign October 2020 - Ongoing

WordPress (Front End Site Building, Content Management, & SEO)

tools4ever.com (New Company Website) February 2020 - Ongoing  
tacomahounds.com (Team Website) January 2017 - Ongoing

Other:

Microsoft Office SEMRush & other SEO tools/plugins  
Google Workspace (GSuite) GitHub & ZenDesk documentation  
Academic databases & cited research Wix & Shopify platforms

## **Additional Skills**

Photography: Canon F1 (35mm) & EOS T3i (DSLR) "Shade-tree" mechanic ('73 Jeep Commando Rebuild)  
Carpentry & furniture building DIY & restoration projects

## **Special Interest & Other Achievements**

US Hurling & Supply Co., Co-Founder & Content Creator April 2018 - Ongoing

- WA registered business specializing in the importation of athletic equipment from predominantly Irish manufacturers for resale to GAA players across the U.S.
- Creating sport, training, and equipment-related content tailored to a niche audience for educational and marketing purposes—delivered in written, video, and newsletter formats—including the site's top native search entry page.
- Doubled 2018's gross sales numbers by June 2019; remained consistent through 2020/COVID-19.
- Top 13% in traffic compared to Shopify stores launched in the same week; email marketing efforts average a 43.5% open rate and 10.5% click rate.

Tacoma Gaelic Athletic Co-op January 2018 - Ongoing

- Founding Chair (2018); current Club Secretary (2019 - ); Head Skills Coach (2018 - )

National Collegiate Gaelic Athletic Association, Treasurer October 2014 - May 2017

UConn Hurling Club, Founding President & Head Skills Coach Sept 2011 - May 2014

Eagle Scout, Boy Scouts of America June 2010