

Craig S. Baker

Education

Bachelor of Arts
Creative Non-Fiction Writing
Minor Wildlife Sciences

University of Arizona (2007)
· Magna Cum Laude (3.8 GPA)
· Phi Beta Kappa · Honors

Practical Skills:

Editing · Writing
· Audience Targeting
· Communication and Interviewing
· Data-driven Strategy · Adaptability
· Media Optimization · SEO
· Social Media Marketing
· Public Speaking/Presentations
· Email Marketing · Photography
· Video & Audio Production

Computer Skills:

WordPress · Facebook
· Twitter · Instagram · LinkedIn
· Google Trends · Google Suite
· Google Analytics · Asana · Slack
· Photoshop · Adobe Premiere · Indesign
· HubSpot · Buffer · Hootsuite

Interests & Expertise:

· Editing · Copywriting · Blogging
· Video Production · Photography
· Social Media Marketing · Web Design
· Human Interest, Lifestyle,
and Science Writing.
· Magazine and Newspaper Journalism

Personal Trivia:

I am an outdoor enthusiast
and dog lover.

Summary:

Experienced writer, editor, and marketing professional with proven SEO, business copywriting, science writing, journalism, and video editing expertise.

Professional Experience:

Content Manager, CEDR HR Solutions Jan. 2022–Present

- Managed content production process from conception to execution at all levels, including prospect and member-facing content.
- Worked directly with CEO and Founder to create engaging HR and team management content that appeals to a business-minded subset of private practice owners and managers in all 50 states.

Communications & Development Manager, PNTS April. 2021–Dec. 2022

- Responsible for social media, fundraising, creation of the quarterly magazine, including writing, editing, and layout, monthly enewsletter, etc.
- Worked directly with Executive Director to craft marketing and development materials, including brochures, flyers, informational one-pagers, mailers, grant proposals, and all other communication projects.

Senior Marketing Copywriter, CEDR HR Solutions Jan. 2019–March 2021

- Responsible for establishing brand voice and writing all blogs, newsletters, ads, promotional emails, third-party articles, web copy, and more for 30,000+ contacts and 2000+ members in a niche B2B industry.
- Created and/or edited all marketing and lead-nurturing content during a record-breaking sales year for the company.
- Developed a software adoption strategy that saw a 1000% increase in trial sign-ups over the course of one quarter.

Community Manager/Copywriter, LawLytics Jan. 2018–Oct. 2018

- Single-handedly managed the production schedule of a marketing department built for two copywriters.
- Increased social media engagement by more than 2000% in three months; increased CTR by 270%; increased Twitter impressions from ~8k to ~30k per month with zero ad spend.

Freelance Writer and Editor

May 2012 – Jan 2018

- Published hundreds of articles and photos for dozens of local, national, and international publications including *The Atlantic* and *Mental Floss*.