

# BRIT STUEVEN



WRITER  
DIGITAL MKTG EXPERT  
PRODUCTIVITY COACH

## CONTACT

303.550.8955

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THEBREAKCHANGER.COM  
BRITSTUEVENPR.COM

## SKILLS

Copywriting  
Copyediting  
Instructional Writing  
Style Guide Creation  
Basic HTML  
Layout Design  
AP Style  
SEO  
Data Analysis  
Quality Assurance  
Agile Methodology  
Google Apps  
Microsoft Suite

## PROFILE

I'm a **multi-talented digital marketing professional** with 12+ years of combined experience in journalism, marketing, PR, content management, team management and consulting with 110+ small and large companies.

I'm *also* a **productivity coach** + creator of The Break Changer®, which has helped hundreds of people boost their energy, creativity and self-care.

## CONTENT EXPERIENCE

### OWNER

BRIT STUEVEN PR | MARCH 2013 - PRESENT

- Manage press campaigns, copywriting + editing, digital marketing strategy, event coordination and customer feedback programs. [92 clients served.]
- *Recent project: 12 productivity sessions + website rewrites for a startup incubator in Europe.*
- My email list: 983 subscribers, 47.2% open rate

### PROJECT MANAGER

DIGITAL FIRST MEDIA | JUNE 2012 - MARCH 2013

- Tracked all projects + implemented PMO processes.
- Created real-time JIRA dashboards displaying project progress while training + supporting all departments on Atlassian software.
- Led weekly defect triage meetings with dept. leads.

### SR. EDITORIAL MANAGER

EXAMINER.COM | APRIL 2008 - JUNE 2012

- Oversaw regional content for more than 80,000 contributors in 244 markets across North America while managing nine editorial team members.
- Increased contributor participation in editorial projects by 30% in first seven months.
- Managed content projects with Home Depot, Iams, HGTV, NowPublic.com, Yahoo! and NCM.
- Recruited and trained thousands of contributors in online writing, web tools, social media and SEO.
- Wrote monthly consumer-facing newsletters and all contributor-facing communications from HQ.

### JOURNALIST

YOURHUB.COM | FEB 2007 - APRIL 2008

- Managed content curation, editing and design for eight local editions that fed into weekly *Denver Post* sections. Recruited and maintained 400+ contributors.

## EDUCATION

### BACHELOR OF ARTS, MAJOR IN COMMUNICATION

UNIVERSITY OF COLORADO AT BOULDER | 2002 - 2006

## FUN FACTS

21 COUNTRIES VISITED  
64 CITIES VISITED

273 CONCERTS SEEN  
152 YARDS OF HOLE-IN-1

2 YEARS LIVED IN GERMANY  
5 MINUTES I CAN PLANK

I'VE  
WRITTEN:

500+  
ARTICLES

450+  
BLOG  
POSTS

400+  
NEWSLETTERS

60+  
PRESS  
RELEASES

55+  
FLYERS  
+ BROCHURES

50+  
BIOS

9  
WEBSITES

8  
MAG FEATURES

6  
ONLINE  
PROGRAMS

5  
TRAINING  
MANUALS