

# RICHARD J. KRUEGER

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## SUMMARY

### EXPERIENCED COPYWRITER

A compelling record of creating engaging, intelligent copy across a wide-range of media

### SOCIAL MEDIA GURU

Live and breathe all major social media platforms, including Facebook, Instagram, LinkedIn, Twitter, YouTube, Snap, Reddit, WordPress, TikTok, and more

### CONTENT MARKETING STRATEGIST

Create, curate, and distribute content in various formats that speak to specific products, use cases, and audiences

### BEST-SELLING AUTHOR

Authored, co-authored or served as researcher/copy editor of the following books:

- **Rockonomics: A Backstage Tour of What the Music Industry Can Teach Us About Economics and Life;** Copy Editor/Researcher; Crown Publishing, 2019
- **Facebook Advertising for Dummies;** Author; Wiley
- **Facebook Marketing for Dummies;** Author; Wiley
- **Connect! Marketing in the Social Media Era;** Contributing Author; Blurb Publishing

### INDUSTRY THOUGHT LEADER

- Member of Facebook's advertising advisory panel
- Featured speaker/panelist at key industry events

## SKILLS

- Knowledgeable in leveraging Google analytics
- Skilled at simplifying complex technical concepts
- Experienced with SEO and keyword research
- Promotes creative/collaborative environment
- Hands-on experience with content management systems and marketing automation platforms
- Familiar with in-bound marketing tactics

## EDUCATION

### Ithaca College, School of Communications

B.A. in Advertising; Minor in Journalism

## ONLINE REFERENCES

- [www.linkedin.com/in/rkrueger/](http://www.linkedin.com/in/rkrueger/)
- [www.richardkrueger.com](http://www.richardkrueger.com)
- [www.aboutfaceagency.com](http://www.aboutfaceagency.com)

## EXPERIENCE

### ABOUTFACE AGENCY; CHIEF CONTENT OFFICER

Oct. 2014 – Present; New York, NY

- Oversee copywriting/editing at boutique agency
- Manage all digital channels, including but not limited to paid, owned and shared
- Develop product positioning, competitive analysis, brand and style guidelines
- Deploy web analytics and social listening tools
- Clients include: Appian, Doilli, mCIG, Realogy, Screen, Tru-TV, VividGro

### FREELANCE / FEATURES WRITER

Apr. 2017 - present; New York, NY

- Write by-line articles for AdAge, AdWeek, Cannabis Magazine, and Social Media TimesDevelop advertorials, feature articles, blog posts, social media content and short-form videos
- Research and interview industry executives
- Attend trade events and report on industry news

### MICROSTRATEGY; SENIOR DIRECTOR

Aug. 2011 – Oct. 2014; Tysons Corner, VA

- Oversaw marketing for leading analytics platform
- Served as product evangelist at key industry events
- Led partner marketing initiatives and oversaw relationships with key technology, consulting and channel partners
- Developed marketing funnels and created customer journeys from awareness through purchase
- Managed internal and external marketing teams/agencies
- Drove content across company's social media channels

### KASPAROV CHESS; VP OF MARKETING

May 2002 – July 2011; Tel Aviv, Israel/New York, NY

- Managed largest chess community on the web
- Created daily syndicated chess news service
- Oversaw branded e-commerce store
- Rolled out GrandMaster video e-learning series

### TIME INC.; DIRECTOR OF NEW MEDIA

May 1999 – Apr. 2002; New York, NY

- Developed promotional launch plans for new web initiatives across Time Inc. titles, including: InStyle, People, Sports Illustrated, Time, etc.
- Launched Pathfinder.com umbrella online portal
- Managed AOL, CompuServe and Prodigy partnerships
- Oversaw 100K+ member-based email newsletter, highlighting weekly online programming highlights