



RIVERBEND CUSTOM CONTENT

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Professional Profile

-  Respected leader of creative teams with proven ability to conceptualize and orchestrate communications campaigns that effectively build and reinforce brand.
-  Collaborative team player adept at transforming complex ideas and subject matter into digestible information that connects, enlightens and engages target markets and segments.

Select Professional Achievements

-  Established and executed a content/thought leadership communications program to enhance the Elliott Davis brand and strengthen the firm's position as a diversified business solutions provider offering a full spectrum of professional financial services and consulting.
-  Created and directed the National Golf Course Owners Association's first Comprehensive Content Strategy, a three-phase, multi-year plan that established the four pillars under which all NGCOA educational content was categorized and developed.
-  Spearheaded two complete repositionings of *Golf Business* magazine, re-establishing the title as the golf industry's preeminent business publication.
-  Garnered multiple awards for writing and publication excellence from the Society of National Association Publications, Turf & Ornamental Communications Association, International Network of Golf and Carolinas Golf Reporters Association.

Areas of Specialty & Expertise

Content Strategy & Execution

Experienced professional skilled in the development and creation of content, educational curricula and sales-driving marketing tools for business-to-business, business-to-consumer and technical audiences.

Editorial, Creative & Specialty Writing

Award-winning writer whose articles and columns have appeared in numerous national, regional and local publications. Subjects range from sports and entertainment to business and health care—and most any topic in between.

Publication Management, Production & Consulting

Veteran, award-winning magazine editor with more than two decades of experience managing, producing and publishing business, health care, lifestyle and specialty publications serving diverse industries and audiences.

