

WHAT I DO

I help enterprise teams close the gap between AI-powered content and the accuracy, brand voice, and credibility their audiences expect. With 20 years of experience creating and protecting content for Mattel, Western Digital, and Lakeshore Learning, I'm now bringing that same editorial rigor—and a human in the loop—to scaling content with AI.

HOW I WORK WITH TEAMS

- **Content Governance:** Clear rules for how your brand writes, defined for every creator on your team... human or AI.
- **Workflow Design:** Processes to ensure the right information gets to the right people and bottleneck-free reviews.
- **Editorial Accuracy:** Systems and support for a clean source of truth going in and a human in the loop on the way out.
- **Content Development:** Strategy through production, I'm here to help when your team has more than they can handle.

CORE IMPACT

14% YOY sales growth	Mattel's <i>Masters of the Universe</i>: Content strategy and creative production for sales, e-commerce, social, video, and events for DTC subscription. Zero paid advertising.
6 first-ever brand frameworks	Western Digital, WD, and G-Technology: Tone, messaging pillars, and segment proof points adopted globally across marketing, product communications, and PR.
\$20M 16,000-page site redesign	Cedars-Sinai: Content strategy, audits, 5-person copy team direction, SEO, and content mapping for all landing pages; presentation templates for executive leadership.
10% team capacity recovered	Lakeshore Learning: Audited and rebuilt copyediting and proofing workflows, eliminated redundancies, rolled out org-wide—without adding headcount.

EXPERIENCE

Golden Summit Media — Founder & Content Director 2006–Present | Long Beach, CA
Enterprise content strategy and editorial consulting for B2B and B2C. Includes nine years as contract content and social media manager with Mattel (2006-2015). Core services: HITL workflow design, content development, editorial management and governance, as well as writing for copy, video, UX, and SEO. Google AI Professional Certification 2026.

Lakeshore Learning — Editorial Director 2020–2025 | Carson, CA
Led 15+ writers, editors, and strategists developing voice, messaging, and content for the education industry's leading developer of learning materials. Oversaw all customer touchpoints: e-commerce, marketing, packaging, retail, and social.

Western Digital — Sr. Manager, Product Comm. Strategy / Content Marketing 2015–2017 | 2019–2020 | Irvine, CA
Two tenures managing content for Western Digital, G-Tech, and WD across consumer, data center, gaming, and media verticals. Increased YOY YouTube engagement by 52% and subscribers by 63% with an optimized video content strategy.

Perficient Digital — Sr. Agency Manager, Content Strategy 2017–2018 | Irvine, CA
Oversaw content strategy and editorial execution for digital transformation projects at Cedars-Sinai, Karastan, and Lids. Developed content plans, managed copy and UX writers, and collaborated to build governance frameworks.

CREDENTIALS

20 years at Fortune 500 & mission-driven orgs | Google AI Certified | Columbia Business School Digital Marketing Certificate