

EVE ORIO

Content Strategy & Operations

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CAPABILITIES SUMMARY

Strategic content leader with 20+ years of experience aligning business goals with scalable corporate storytelling. Expert in content strategy, end-to-end creative operations, content governance, and editorial management for Fortune 500 and mission-driven brands including Western Digital, Mattel, and Lakeshore. Certified Google AI Professional 2026.

CORE COMPETENCIES

Content Strategy & Editorial Planning | Brand Voice & Messaging | Video & YouTube Strategy | SEO & Analytics | Cross-Functional Leadership | Creative Operations & Budgeting | Content Governance | AI Workflows & Integration

CAREER HIGHLIGHTS

- **63% YouTube Subscription Increase: Western Digital** Channel overhaul delivering subscriber and engagement growth.
- **\$20M Website Redesign: Cedars-Sinai** Audits, content strategy, copy & UX writing oversight for 16,000-page website.
- **14% YOY Sales Growth: Mattel's *Masters of the Universe*** Content strategy and creative for DTC product subscription.
- **10% Capacity Recovery: Lakeshore Learning** Assessed and evolved copyediting/proofing process for better efficiency.

EXPERIENCE

Golden Summit Media | Content Director & Partner (Agency) 2006–Present | Long Beach, CA

Create strategy and content for an agile creative agency delivering end-to-end editorial, content, and video production for corporate clients and global brands, including a 9-year embedded contract at Mattel.

- Client work includes Mattel IP and licensed entertainment (Barbie, Hot Wheels, Monster High, Disney, DC Universe, Sony), Westfield Malls, Cesar Millan – The Dog Whisperer, 4-H, SADA, Guidance Commerce, and more.
- Deliver content strategies that ensure content consistency and business needs alignment, campaigns & launches, brand voice, messaging frameworks, content & gap audits, research, calendars, SEO, reporting & optimization.
- Execute and manage multi-channel creative production of content for e-commerce, social media, YouTube, retail, paid ads, print & digital catalogs, blogs, content marketing programs, SEO, conventions, and conferences.

Lakeshore Learning | Editorial Director 2020–2025 | Carson, CA

Led content and editorial development for a national leader in educational learning materials and furniture. Developed mission-aligned, multichannel content for B2B and B2C audiences in education and healthcare sectors.

- Directed a team of 15+ writers, editors, and strategists developing voice, messaging, and content for internal communications and all external customer touchpoints, such as e-comm, UX, email, social media, and retail.
- Increased content output and reduced review cycles by introducing editorial calendar systems and checkpoints.
- Ensured brand voice alignment and creative requirements by developing messaging frameworks and content strategy for a new B2B health care segment including website, email, experiential, video, and case study content.

Western Digital | Sr. Manager, Product Communications Strategy 2019–2020 | Irvine, CA

Oversaw product content strategy, asset delivery, and reporting for global brands Western Digital, WD, and G-Technology, creating content marketing programs and assets across enterprise data center, gaming, surveillance, and media verticals.

- Partnered with marketing and brand activation teams to drive alignment and launch omnichannel GTM campaigns; leveraged consumer insights and performance data to report and optimize content impact.
- Led a comprehensive modernization of the Western Digital online Newsroom. Conducted competitive and gap audits and set benchmarks for content inclusion, update and launch schedules, and navigation.
- Collaborated with leadership to create first-ever brand messaging frameworks, including voice & tone, pillars, and segment proof points. Adopted globally across marketing, product communications, and public relations.

Perficient Digital | Sr. Agency Manager, Content Strategy

2017–2018 | Irvine, CA

Engaged to deliver content strategy and editorial execution for a \$20M website transformation project at Cedars-Sinai, an internationally renowned non-profit teaching hospital and research center.

- Created and managed a scalable content strategy for a 16,000-page website redesign, including content workshops, migration plans, editorial roadmaps, and governance.
- Oversaw timely delivery of accessible, audience-centered messaging within compliance guidelines from a five-person editorial team responsible for content and UX writing.

Western Digital | Sr. Manager, Content Marketing & Engagement

2015–2017 | Irvine, CA

Managed the team responsible for global content development, engagement, and translations for e-commerce, product launches, thought leadership, websites, retail, Amazon A+ pages, and social media.

- Saved 20%+ in annual creative costs by building an in-house content team to scale content across global markets, including video and social media. Collaborated with localization teams to ensure cultural relevance and alignment.
- Led a comprehensive rebranding and content optimization of the WD YouTube channel that increased subscribers by 63% and watch time by 52%. Content included a how-to series, executive interviews, and product explainers.

TOOLS & PLATFORMS

AI: ChatGPT, Claude, Gemini

SEO: Google Search Console, Moz, Screaming Frog

Analytics: Google Analytics, Cision, Meltwater, Sprout Social, Brandwatch

Collaboration: Slack, SharePoint, Microsoft Teams

Content Performance: Hotjar, Crazy Egg

Creative: Adobe Creative Cloud, Figma, InDesign

Productivity: Microsoft Office Suite, Google Workspace

Project Management: Asana, Jira, Smartsheet, Workfront, Microsoft Project

Publishing: GatherContent

Style Guides: AP, Chicago Manual of Style, Merriam-Webster

Video: YouTube Studio

CREDENTIALS

- **Google AI Professional Certification 2026**
- **Columbia Business School Digital Marketing Certificate 2020**