

# EVE ORIO Content Leadership, Strategy & Production

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## SUMMARY

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Content strategist and editorial creative production leader with 15+ years shaping narratives and producing high-performing brand and product content for Fortune 500 companies, global IP franchises, and mission-driven brands. Skilled at engaging audiences, strengthening brand presence, and delivering measurable results through multichannel creative that connects emotionally and converts with the most important audience of all... humans.

Experience spans B2B, B2C, and DTC for education, entertainment, healthcare, retail, toy, and technology sectors.

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## CORE STRENGTHS

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- Content strategy, audits & editorial planning
  - Campaign development & creative briefing
  - Community & audience engagement
  - Analytics, reporting & SEO optimization
  - AI tool assessment & editorial integration
  - Copywriting, scriptwriting & UX writing
  - Editorial storytelling, naming & messaging
  - Multichannel content (digital, print, social & video)
  - Organic and paid content programs
  - Ecommerce experience & content
  - Rewards, loyalty & subscriptions
  - Budgeting, scope, vendor & project management
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## ACHIEVEMENT HIGHLIGHTS

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- **Content Marketing:** Strategized and produced website and event marketing content for Mattel's *Masters of the Universe* online subscription that delivered a 14% year-over-year sales increase.
  - **Audience Engagement:** Increased Western Digital's YouTube channel engagement by improving video content, visual identity, and reach, raising subscribers by 63% and watch time by 52%.
  - **Editorial Operations:** Revamped Lakeshore Learning's high-volume copy and art review process, cutting time spent by 10% via editorial workflow optimization and improved cross-functional collaboration.
  - **UX Strategy:** Created a scalable framework for mapping 16,000 pages of Cedars-Sinai content to patient needs and medical specialties for their \$20M website upgrade, while ensuring accessibility and compliance standards.
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## PROFESSIONAL EXPERIENCE

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**GOLDEN SUMMIT MEDIA | Content Director** 2006 – Present  
Craft brand identities and lead creation of marketing and eCommerce content to drive awareness and conversion for clients including Mattel, Guidance Solutions, and iPost Sports. Balance creative requirements with business needs.

**LAKESHORE LEARNING | Editorial Director** 2020-2025  
Directed editorial operations for a top-tier education brand, managing a large team of in-house content strategists, writers, editors, and proofreaders. Delivered mission-aligned storytelling across all customer touchpoints.

**WESTERN DIGITAL | Sr. Manager, Product Communications Strategy** 2019–2020  
Managed content strategy, editorial planning, asset production, and reporting for product communications and public relations efforts. Verticals included consumer, enterprise data storage, entertainment, gaming, and video surveillance.

**PERFICIENT DIGITAL | Sr. Agency Manager, Content Strategy**

2018–2019

Developed project plans, content strategies, competitive analyses, and customer journeys for organizations including Cedars-Sinai, Lids, and Karastan. Led large client-agency UX and content workshops and oversaw delivery of UX copy.

**WESTERN DIGITAL | Sr. Manager, Content Marketing & Engagement**

2015–2017

Led the team responsible for global content development and translations across websites, social, video, blog, retail, experiential, and Amazon channels for Western Digital, WD, SanDisk, and G-Technology brands.

**MATTEL | Content & Social Media Manager (Consultant)**

2006–2015

Delivered high-velocity launch calendars and content for monthly product drops, annual subscription renewals, social media, Comic-Con exclusives, and events across major brands such as Barbie, Hot Wheels, DC Universe, and more.

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## TOOLS & PLATFORMS

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- **AI Creative:** ChatGPT
- **Analytics:** Google, Cision, Meltwater
- **CMS:** Wix, WordPress
- **Creative:** Adobe Creative Cloud, Figma/Figjam, InDesign
- **Collaboration:** Asana, Slack, SharePoint, Teams
- **Heatmaps:** Hotjar, Crazy Egg
- **Listening:** Brandwatch, Sprout
- **Productivity:** Microsoft Office Suite, Google Workspace
- **Project Management:** Microsoft Project, Jira, Smartsheet, Workfront
- **Publishing:** GatherContent, Sprinklr
- **SEO:** Google, Moz, Screaming Frog
- **Style Guides:** AP, Chicago Manual, Merriam-Webster
- **Video:** YouTube Studio
- **Website Development:** Agile, Axure, CSS, Waterfall

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## EDUCATION & CERTIFICATIONS

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- Extensive professional experience equivalent to a bachelor's degree in communications
- SEO & AI Content Strategy Specialization (In progress, 2026)
- Columbia Business School Digital Marketing Certification (2020)
- HubSpot Academy Content Marketing Certification (2017)