

EVE ORIO Director of Content Strategy & Narrative

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EXECUTIVE SUMMARY

Performance-driven content leader with 20 years of experience building multidisciplinary teams of 15+ and editorial engines for Fortune 500 companies and global IP franchises. Expert at bridging the gap between human-centric storytelling and data-driven ROI through multichannel creative and AI-powered workflows. Proven track record of navigating complex digital transformations—including a \$20M site redesign—and delivering measurable growth, such as a 14% YOY sales increase for iconic global brands.

PROFESSIONAL EXPERIENCE

GOLDEN SUMMIT MEDIA | Content Director | 2006 – Present

- **Modern Innovation (2025–Present):** Developing AI-assisted editorial workflows and search-informed narratives to scale high-velocity content with 100% brand alignment.
- **Strategic Advisory:** Lead narrative architect for a boutique consultancy, delivering brand identity and content for brands including **Mattel**, **Cesar Millan-The Dog Whisperer**, **Westfield Malls**, and **iPost Sports**.
- **ROI-Driven Growth:** Strategized and produced multichannel content programs for **Masters of the Universe** that delivered a **14% year-over-year sales increase**.

LAKESHORE LEARNING | Editorial Director | 2020-2025

- **Strategic Team Leadership:** Recruited and led a **high-performance, multidisciplinary team of 14** content strategists, writers, and editors, fostering a culture of creative excellence and operational rigor.
- **Operational Excellence:** Optimized high-volume copy/art review workflows, increasing department efficiency by 10% through cross-functional process improvements.
- **Multichannel Messaging:** Oversaw mission-aligned storytelling across digital, print, and social channels to ensure strict brand consistency for a **national education leader**.

WESTERN DIGITAL | Sr. Manager, Product Communications Strategy | 2019–2020

- **Corporate Newsroom Modernization:** Led a global audit and strategic overhaul of the corporate newsroom for a **Fortune 200 technology leader** to establish world-class authority on data infrastructure; gained executive alignment on content gaps, site architecture and features.
- **Search & Paid Content Strategy:** Directed search-informed and paid content strategies for consumer and enterprise data storage, collaborating with SEO and media teams to maximize ROI across paid, owned, and earned channels.
- **Executive Analytics & Reporting:** Pioneered a strategic **executive-level reporting framework** using Crimson Hexagon and TrendKite to transition metrics from vanity to business insights, including Share of Voice (SOV) and audience sentiment analysis.

PERFICIENT DIGITAL | Sr. Agency Manager, Content Strategy | 2018–2019

- **Digital Transformation:** Led content strategy for **Cedars-Sinai's \$20M site redesign**, partnering closely with leads to map 16,000 pages of complex healthcare content to patient needs and conversion pathways.
- **Strategic Team Leadership:** Hired and directed a specialized content team to oversee enterprise-wide delivery and optimization, collaborating closely with creative and technical development leads to ensure total project alignment.
- **Multichannel Creative:** Produced high-impact video content for **Lids** and delivered specialized UX writing for **Karastan** to enhance digital customer journeys and brand storytelling.

WESTERN DIGITAL | Sr. Manager, Content Marketing & Engagement | 2015–2017

- **High-Velocity Brand Growth:** Improved YouTube engagement by 52% and subscribers by 63% through a comprehensive visual identity refresh and optimized video strategy for WD, SanDisk, and G-Technology.
- **Global Editorial Operations:** Directed content development and localized translations across **AMER, APAC, and EMEA** regions, ensuring 100% brand consistency and operational excellence at enterprise scale.
- **Omnichannel Content Production:** Managed end-to-end **content production** for high-stakes product launches across web, social, video, and e-commerce platforms, including **Amazon** and retail partners.

TOOLS & PLATFORMS

- **AI & Innovation:** Generative AI (ChatGPT, Gemini); AI-assisted drafting, policy, and governance.
- **Strategy & Analytics:** SEO (Moz, Screaming Frog); Google Analytics, Cision, Meltwater, Crimson Hexagon, TrendKite.
- **Operations:** Asana, Jira, Workfront, Smartsheet; WordPress, Wix, Sprinklr, GatherContent.

EDUCATION & CERTIFICATIONS

- **Google AI Professional Certificate** | In Progress, 2026
- **SEO & AI Content Strategy Specialization** | In Progress, 2026
- **Digital Marketing Certification** | Columbia Business School, 2020
- **Bachelor's Degree Equivalent** | 20+ years of professional communications and editorial leadership