

WHAT I DO

I help enterprise teams close the gap between large-scale content and the accuracy, brand voice, and credibility their audiences expect. With 20 years of creating and protecting content for Mattel, Western Digital, Cedars-Sinai, and Lakeshore Learning, I bring the strategy, systems, and oversight to keep content editorially defensible at any scale.

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 a 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 — 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 at Mattel (2006-2015). Core services: brand storytelling, workflow design, content development, editorial management and governance, and 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