

Thane Himes

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OBJECTIVE

I like helping people tell their stories. My passion is helping businesses find the human element in what they do and shaping that into a clear, compelling narrative. I'm a strong PR writer and enjoy thinking strategically about the little details and the big picture. Let's tell a story together.

SKILLS & SOFTWARE

Adobe Suite
Audacity
Brand & Marketing Consultation
Brand Guidelines
Content Strategy
Copyediting
Copywriting
Final Cut Pro
HootSuite
HTML
Jira
MailChimp
Microsoft 365
Oracle Responsys
Oracle Eloqua
Oracle WebCenter Sites
PR Strategy
SalesForce Marketing Cloud
SEO Writing
Social Media
Technical Writing
WordPress

EDUCATION

Iowa State University
BS, Journalism

EXPERIENCE

JANUARY 2020 - PRESENT

MidAmerican Energy | Marketing & Communications

- Develops clear, compelling, and informative content for diverse audiences, using print collateral, email, ads, corporate reports, web content, etc.
- Authors feature articles on brand topics, company achievements, and diversity, equity, and inclusion (DEI) initiatives
- Develops content strategy and planning for company-wide annual marketing plan
- Leads development of email newsletters for residential and business audiences that consistently surpass industry benchmarks for engagement
- Collaborates with other business units to ensure their communication projects deliver the best possible customer experience, achieve business objectives, adhere to brand standards, and remain compliant with regulatory requirements
- Developed the "tone and voice" section of the company's brand guide
- Championed effective change management as a representative for corporate communications in multi-year system-change projects
- Spearheaded redesign of specific sections of the company website, driving content and marketing strategies that resulted in increased customer engagement

MAY 2016 – NOVEMBER 2019

Coaching Actuaries | Marketing & Communications

- Defined and implemented best practices for social media and e-mail marketing
- Wrote copy for advertisements, blog posts, web, video, and social media
- Oversaw restructuring of marketing website to clarify company's message and streamline sales funnel and upsell strategy
- Developed customer profiles and marketing strategies
- Provided brand consultation and marketing/PR perspective

AUGUST 2013 – APRIL 2016

Right Stuf, Inc. | Product Coordinator & Marketing

- Wrote and edited engaging copy for press releases, ads, special events, etc.
- Developed company merchandising strategies
- Contributed creative and strategic concepts for social media campaigns, ads, special sales, convention announcements, contests, SEO, etc.
- Collaborated with SMEs to determine catalog layout and merchandising strategy
- Liaised with trade shows and fan clubs to promote products and brand
- Represented company via social media to increase audience engagement
- Produced video content for convention/trade show panels and social media