

Mark Duggan

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<https://openrangenews.com/>

UX Content Strategist, Copywriter

20+ years of content creation for communications, marketing, product/service development, and journalism.

Proven success in multichannel content strategy and information architecture.

Career History

2020-present | **Content Manager/Senior News Editor** | KSUT Public Radio, Durango, Colo.

- Manage best practices and ensure content quality across web and broadcast channels. News content is now delivered in a consistent tone and voice, appropriate to persona of core audience.
- Provide content strategy mentorship and leadership for multiple projects and teams.
- Serve as information architect for *KSUT.org*. Led migration to new CMS in collaboration with dev team. Re-imagined navigation, features, taxonomy, and homepage. Site traffic and engagement more than tripled within 60 days.
- Created *TribalRadio.org*. Developed navigation and taxonomy. Designed homepage and 40+ internal pages. Trained staff. Organization now has a vital news resource to serve Native communities.

2019-2022 | **Content Creator/Copywriter** | MySalesButler, Inc. (Remote)

- Direct editorial on SEO-friendly, persona-targeted articles, case studies, and product/service descriptions.
- Collaborated with branding partners and C-Level stakeholders to create product launch materials for consumer outdoor recreation products. Used customer persona and archetype profiles to draft an aspirational, consumer-focused voice for product descriptions, sales journey syntax, and user guidance.
- Organized production of company podcast.

2020 | **Marketing Communications Copywriter** | TEDxGrandJunction, Grand Junction, Colo.

- Crafted end-to-end social and SEO web article campaigns promoting speakers and presentations for regional TedX event hosting 350+ attendees.

2019 | **News Director/Content Strategist** | KDNK Public Radio, Carbondale, Colo.

- Led all news content and editorial strategy. Enacted new best practices and quality control measures, measurably reducing errors and increasing journalistic integrity.

2018 | **Content Director** | KBUT Public Radio, Crested Butte, Colo.

- Collaborated with community partners to create new content initiatives driven by user feedback.
- Enacted quality control protocols, improving news department accuracy and consistency.
- Rebuilt *KBUT.org* with new features, navigation, homepage. Site traffic tripled six months after launch.

2017 | **Freelance Reporter** | KUNC Public Radio, Greeley, Colo.

- Filed feature reports for NPR member station on tight deadlines and strict timing specifications.

2014-2017 | **Content & Programming Director** | KSUT Public Radio, Durango, Colo.

- Coordinated stakeholders to create new content initiatives tailored to audience needs.
- Redesigned *KSUT.org* with new navigation, features, and homepage layout. Site traffic tripled within two months of launch.

2014 | **Content Strategist** | KSJD Radio, Cortez, Colo.

- Authored strategic plan and SWOT analysis to guide formation of local news department.
- Mapped out editorial strategy, created tone and voice for local news, initiated use of in-house style guide.
- Plan was adopted and now underpins successful local news initiative.

2008-2013 | **Senior Reporter** | KUAZ Radio, Tucson, Ariz.

- Wrote and produced news spots, features, interviews, and documentaries for broadcast and online.
- Work recognized with two Edward R. Murrow Awards for broadcast journalism excellence.

2002-2008 | **Owner/Content Director** | Open Range Productions/VoxWorx, Inc., Tucson & Boulder

- Crafted marketing, product launch, and user instruction copy for highly-technical products and services.
- Provided content strategy, copywriting, and voiceovers for corporate training modules and presentations.

Tools

- CMS platforms/tools including Brightspot/Grove, WordPress, Drupal, Divi, WPBakery.
- Agile-focused project/product management apps including Trello and Redbooth.
- Productivity tools such as MS Office Suite, Google Workspace.

Awards

- 2021 Colorado Broadcasters Association, *Best Radio Station Website* (for www.ksut.org)
- 2013 National Edward R. Murrow Award, *Best Radio Feature Reporting*
- 2013 Regional Edward R. Murrow Award, *Best Radio Documentary Production*

Presentations

- 2021 “*Impactful Storytelling in a Noisy Age*” | West Slope Startup Week, Grand Junction, Colo.
- 2017 “*Capturing Oral History: Techniques and Tools*” | Fort Lewis College AP History Department
- 2012-2013 “*Incident Management and the Media*” | National Advanced Fire Resource Institute