

# Justin R. McIntosh

Home: Columbus, OH 43221 | Cell: 740-629-1301 | Email: [jmcintoshster@gmail.com](mailto:jmcintoshster@gmail.com)

Portfolio: [justinrmcintosh.com/work](http://justinrmcintosh.com/work) | LinkedIn: [linkedin.com/in/justinrmcintosh](https://www.linkedin.com/in/justinrmcintosh)

## Content & Editorial Summary

- Boredom- and convention-defying Editor-in-Chief and Content Director with 12 years of leading newsrooms and 8 years of driving eye-popping increases in traffic, engagement, leads and brand reputation with B2B and B2C scaling startups
- Full-funnel content strategy and execution grew Page 1 organic SEO rankings 395% YoY, +19% over goal — resulting in an increase of 90,000 pageviews YoY, 90 seconds more time on page YoY, 90+ leads and 5 event-speaking opportunities
- Devised and implemented process efficiencies that saved >\$200,000 and new revenue generators that drove >\$500,000
- Honored with team and individual awards as best-in-class for news and features writing, weekly newspapers, investigative journalism, social media campaigns and more. (See: [awards](#), [recognition](#) and [praise](#).)

## Experience

### Senior Content Manager-Content Strategist-Content Manager, CoverMyMeds

08/2019 - Present

- Developed and directed full-funnel content strategy and content [style guide](#) for multiple platforms, including [B2B healthcare tech thought leadership](#), [employee culture and recruiting](#), and [B2C SaaS product](#), that wildly exceeded annual goals:
  - Surpassed Page 1 organic SEO rankings FY23 goal by 19%, growing 395% YoY
  - Exceeded unique pageviews by 23% over FY23 goal, driving 90,000 more pageviews for thought leadership articles YoY
  - Surpassed average time on page FY23 goal by 10%, increasing time on page to industry-best 2:33 per article — 90 seconds more than FY22's actual
- Trusted go-to ghostwriter for C-suite, delivering bylines for 17 thought leaders (up from three in FY22), with articles achieving 1.1 million pageviews, 20+ media placements, 90+ key account visits and 5 conference speaking opportunities.
- Helped revitalized brand narrative, message house, mission statement and company vision post-merger, including devising and writing scripts for [new product video](#), infusing narrative and messaging into training materials for sales and marketing
- Created, implemented and trained cross-functional team of UX/UI, customer support and product marketing on brand style guide and generative AI writing tools that reduced grammar and content mistakes by 150% YoY, saved over 100 hours per quarter and delivered \$100,000+ in annual efficiency savings.
- Recruited, mentored and managed 3 FTE writers, 6 freelancers, 2 contractors during merger, overseeing growth from 1,500 to 6,000 employees. Official company mentor for new hires. Demonstrated expertise in content marketing and leadership led to three promotions in four years.

### Social Media and Content Manager, Root Insurance

01/2018 - 07/2019

- Founded social and content operations at unicorn insurtech startup, using organic channels and viral-inducing community engagement to help fuel company growth to +600 employees in 18 months, by achieving outstanding growth in social media, including a 468% increase in followers YoY to +10,000 across LinkedIn, Facebook and Instagram, a stratospheric 991% boost in YoY impressions, a whopping 128% rise in engagements, and, most importantly, a 923% increase in social-driven web visits.
- Created essential frameworks, including social media and content calendars, best practice guides, crisis/risk-management plan, and hired, trained, and mentored four community managers, one social specialist and one content writer
- Concepted and successfully launched inaugural industry report, [Focused Driving](#), using proprietary customer data, delivering a 12% bump in new members in first year
- Devised unique strategy for humanizing customer engagement through [impactful employee GIFs](#), helping enhance Net Promoter Score (NPS) brand's responsiveness and engagement across all channels by 5% YoY.
- Led successful implementation of content management system (CMS), and contributed to industry recognition, winning the Ambient Media & Guerilla Marketing GOLD awards for organic social media posts that turned into a paid campaign.

### Senior Content Manager, SBC Advertising

03/2017 - 12/2017

- Led cross-functional team of designers, media buyers, and content writers for 6 national clients across healthcare, retail, government and quick service restaurants, achieving remarkable social media growth in multiple six-month campaigns:
  - Expanded overall social media reach and impressions by an impression 7 million YoY across all accounts
  - Devised and successfully implemented social media campaign, earning Sleep Outfitters 1,350 store visits and generating \$195,000 in sales revenue, exceeding campaign goals by 18%
  - Pioneered Bed Bath & Beyond's inaugural acquisition program, generating multi-channel content concepts for photoshoot, directing photoshoot talent and post-production process, delivering 125 total content assets from two-day shoot, saving BB&B \$250,000 for the year

- Influencer strategy and in-house photoshoot for For Eyes doubled social media followers and engagement across Facebook and Instagram within 6 months

**Senior Social Media Copywriter and Strategist, Abbott Nutrition/Pedialyte** 06/2016 - 03/2017

- Learned via studying of cultural trends (see: Young Thug Pedialyte reference, circa 2015) and social listening that young adults used Pedialyte as a hydration product that's #notjustforbabies, and devised social strategy to capitalize via organic- and paid social media-only campaigns
- Successfully executed repositioning strategy targeting rabid fans with smaller followings with surprise and delight kits and social recognition, with micro-influencer strategy resulting in [viral Vox article \("How Pedialyte Got Pedialit"\)](#), an 86% increase in social media followers YoY and an engagement rate of 25% and company records for total social followers, impression and media mentions

**Director of Content Marketing, Cement Marketing** 07/2015 - 05/2016

- Guided, recruited and led team of two writers and designers, overseeing and delivering client pitches, research, and strategic planning for campaigns and always-on content engagements for Raising Cane's, Charleys Philly Steaks, lawyers, state government entities and more
- Strategies and executed content provided 17% growth in overall page likes and engagement rates across major social media platforms for all clients
- Concepted and delivered script for [Volunteers of America's car donation campaign](#), leading to a 12.5% increase in car donations over campaign goal

**Editor-in-Chief, Columbus Alive** 09/2012 - 06/2015

- Served as Chief Editor and Creative Director, acting as brand representative at company appearances, overseeing and mentoring team of 5 reporters, 2 illustrators and 2 photographers, eventually training replacement
- Successfully led brand refresh, revitalizing content, design, social media presence and establishing a consistent voice and tone for copy, with results leading to an impressive 11% increase YoY in total pageviews and a 17% increase in social media engagements and followers, plus brand recognition as best weekly newspaper in Ohio twice in three years
- Conceptualized brand marketing events like cocktail tastings, a craft beer festival, audience opinion polls and more, to boost brand visibility and engagement
- Executed investigative journalism pieces on human trafficking and byzantine regulations around Ohio's liquor industry that led to statewide changes, including new laws, and the formation of a local non-profit to provide women caught up in trafficking with a safe space

**Editor-in-Chief, UWeekly** 01/2011 - 09/2012

- Served as Chief Editor and Creative Director for unofficial Ohio State University student newspaper, acting as brand representative at company events and hiring and training ~12 student writers per semester
- Shaped paper's editorial content with a compelling vision that balanced fun, low-brow content with long-form investigative pieces, includes stories about racial profiling, violence on campus and budget reviews
- Honored by peers among top weekly student newspapers in nation twice; consistently outperformed official OSU student newspaper in web pageviews and social media post metrics

**Editor-in-Chief, Graffiti Magazine** 01/2007 - 01/2011

- Redesigned and successfully executed rebrand into state's best weekly by refocusing coverage around college campuses and the events, topics and controversies at each
- Instituted paper's first-ever specialized advertising sections and themed editorial editions popular with advertisers, including issues on snow resorts, craft beer and summer festivals, leading to \$175,000 in new annual revenue.

**News Editor, Government Reporter, The Marietta Times** 09/2003 - 01/2007

- Demonstrated ability to lead and inspire a newsroom to deliver high-quality journalism, leading and mentoring four beat reporters, two photographers and two page designers in shaping paper's editorial coverage and design to be the best (or second-best) daily newspaper of its size in Ohio every year
- Began as freelancer, then hired as an intern, then promoted to government report, then news editor due to dedication to impactful and award-winning journalism, covering presidential campaigns, county and city budgets, breaking news and crime
- Achieved notable recognition for excellence in being awarded by Associated Press as best news writer, best features writing, best investigative report and best enterprise reporting in Ohio; started first teen journalism program

## Education

### Broadcast Journalism and Advertising/PR, Marietta College

- First-generation college graduate
- Awarded “Outstanding Student in Mass Media” scholarship
- Society of Professional Journalists member
- Graduated early with Summa Cum Laude honors
- Trained and mentored ~20 students per semester as radio station manager

## Volunteer

- **The Flyover Fest**, co-founder: annual literary, arts and music festival
- **Sanctuary Night**, board of directors: 24/7 safe space for womxn on the street; “one of 5 nonprofits to watch in '22”