

BRAD HUMMEL

CONTENT SPECIALIST

PROFESSIONAL SKILLS

Academic and popular writing
Communication
Content editing
Content management systems
Content strategy
Content writing
Copywriting
Project management
Research
SEO

PERSONAL SKILLS

Adaptable
Broad knowledge base
Commitment to vision
Detail oriented
Highly motivated
Problem solving
Public speaking
Reliable and professional
Team collaboration
Values oriented

APPLICATIONS

Ahrefs
Canva
ClickUp
Facebook Group Administrator
Grammarly
G Suite and Microsoft Office 365
HeadlineStudio
HubSpot
Slack
Surfer SEO
Trello

CONTACT

www.bradwhummel.com
in/bradwhummel

PROFILE

Dedicated content specialist with extensive research and writing experience and a passion for creative communication.

EXPERIENCE

ICEV

Content Specialist | Jun 2021 - Present

- Craft custom content for educators in CTE pathways.
- Instrumental in building company blog to over 50k subscribers.
- Contribute extensively to exceeding department KPIs for organic search revenue and marketing-qualified leads.
- Produce a diverse content repertoire including blogs, pillar pages, guides, white papers, case studies, emails, and social media posts.
- Demonstrate strategic thought leadership in a team environment.
- Created new webpage content and provided design input for reimagined company website.
- Refresh, optimize, and improve existing content to satisfy SEO and department editorial standards.
- Trained in BrandScript and They Ask, You Answer content marketing mastery by IMPACT.

FREELANCE CONTENT MARKETER

Oct 2021 - Present

- Create excellent blog, webpage, and case study content for clients.
- Optimize client web content for organic search.

VERITAS COLLEGIATE ACADEMY

Senior Thesis Advisor and History Instructor | May 2020 - Mar 2021

- Advised students in researching and writing a quality thesis.
- Instructed students in history, writing, and communication.

PENN STATE UNIVERSITY

Graduate Assistant | Aug 2015 - May 2018

- Extensive graduate research and teaching experience.
- Direct experience in archival research and operations.

EDUCATION

MASTER OF SCIENCE, PENN STATE UNIVERSITY

Kinesiology | Emphasis in History and Philosophy of Sport | 2020

BACHELOR OF ARTS, GROVE CITY COLLEGE

History | Biblical and Religious Studies | Classics Minor | 2014

PUBLICATIONS

- Over 125 long-form content pieces on behalf of iCEV, its subsidiary Applied Educational Systems, Inc. (AES), and freelance clients.
- Master's thesis and archives-based research in sports history.
- Various articles, pamphlets, and materials for museum and archive projects.