

Laura Creekmore

526 Richmar Drive • Nashville, TN 37211 • 615-500-4131 • laura@creekcontent.com

Profile

Experienced content, marketing, product strategist. Skilled at bridging the divide between business goals and technical realities. Deep experience in information architecture, and digital product strategy and development, leading teams and serving as subject matter expert. Clients and work in agriculture, ecommerce/retail, healthcare, risk management, technology, publishing. Highly rated speaker/trainer at home in front of any audience from the customer to the C-suite.

Professional Experience

Vice President of Content Operations – 2020-Present

- Lead content operations team creating product content for more than 100,000 products annually.
- Lead data governance work aligning Syndigo systems with industry standards and customer needs.
- Developed reporting to align sales, account, and operations teams.
- Provide thought leadership to brands and retailers on value of structured, high quality product content in engaging consumers and converting sales.
- Frequent conference speaker, workshop instructor, corporate trainer on content strategy, content structure, information architecture, content marketing.

Director of Taxonomy and Content Strategy, Syndigo – 2018-2020

- Lead taxonomy team governing, managing, creating product content structure for Syndigo, platform allowing manufacturers and retailers to share product content.
- Lead multiple cross-functional projects managing data mappings and migrations to combine acquired systems into Syndigo systems.
- Responsible for taxonomy organizing product content for ecommerce across thousands of product categories.
- Manage multiple data recipient taxonomies in Syndigo system, developing strategies to ingest, update, and deliver content according to recipient needs.

President, Creek Content – 2009-2018

- Content strategy, management, and creation in healthcare, other industries. Managed teams handling multiple content migrations, CMS selections and CMS customizations.
- Information architecture, taxonomy development for product development and marketing.
- Content marketing: Created content to meet business goals like lead generation and customer loyalty, and fulfill customer needs.
- Clients included Asurion, Bayer Crop Science, GoNoodle, HealthStream, Healthways, Qualifacts, Vanderbilt University, Vanderbilt University Medical Center, many others.
- Created content strategy to integrate Monsanto brands to Bayer Crop Science Canada.
- Created product content structure for Bayer Crop Science Canada website in 2017.
- Led design of content structure for Qualifacts website in 2017. Created white papers, webinars, blog posts, and a buyer's guide.

- Developed enterprise content strategy, structure, and information architecture for Healthways from 2009-2016 across multiple digital products, managing Creek Content content management team, collaborating with Healthways staff and other vendors.
- Designed, managed content operations and governance for multiple digital products.
- Designed translation management operations for multinational, multilingual products.
- Managed licensed content vendors in collaboration with purchasing staff, including negotiating contract terms to meet technical and business needs.

Adjunct Faculty, Kent State University, – 2014-2017

- Content strategy instructor, School of Library and Information Science, User Experience Design master's program.
- Taught 20-40 master's level students per term, teaching principles of content strategy, content structure, content operations and digital governance.

Mentor, The Entrepreneur Center; Nashville, TN – 2015-Present

Mentor, Jumpstart Foundry; Nashville, TN – 2013-2015

- Advise startup companies on content strategy, UX/product development, marketing.

Director of Digital Media, Hammock Publishing; Nashville, TN – 2006-2008

Editorial Director, Hammock Publishing; Nashville, TN – 2001-2006

- Led firm's digital media strategy, including digital marketing, web site, social media.
- Created and led digital strategies for clients; hiring, managing multi-disciplinary team (marketing, business development, programmers, designers, editors, freelance writers).
- Product manager, strategist, and editor of national award-winning website for National Federation of Independent Business (NFIB), nation's largest small-business lobby.
- Designed multiple content management systems to meet business goals for clients.
- Web development project manager.
- Managing editor, Daughters of the American Revolution newsletter.
- Clients included American Watercraft Association, Daughters of the American Revolution, National Federation of Independent Business, many others.

Co-Creator, Director of Content; SmallBusiness.com; Nashville, TN – 2000-2001

- Created advice-sharing site for small-business owners with three other founders.
- Led team to create taxonomy, manage content and customer interaction.
- Responsible for information architecture, product management, content, community management.

Editorial Director, Hammock Publishing; Nashville, TN – 1998-2000

Associate Publisher, Hammock Publishing; Nashville, TN – 1994-1998

- Managed several client accounts.
- Editor of hospital consumer marketing/patient education newsletter.
- Circulation and recruitment ad production manager for 250,000-circulation *Road King* magazine, bimonthly for long-haul truck drivers. Managed national trade show exhibits.
- Founding editor of NFIBOnline, NFIB's first website for small-business owners.

Education

- 2017 Master of Science in Information Sciences, University of Tennessee, 4.0 GPA.
Golden Key and Phi Kappa Phi Honoraries.
- 1993 Vanderbilt University, B.A. in European History, cum laude. College Scholars Honors program. Full-tuition merit scholarship all 4 years.

Selected Speaking and Training

2020

GS1 Connect, Virtual Summit. Talk: *Turn Browsers Into Buyers With High-Quality Content.*

2019

SXSW Interactive Festival, Austin, TX. Talk: *Taxonomy: Hero of AI, Bots, Voice Search & Retail.*
Content Marketing World, Cleveland, OH. Workshop: *Structured Content: Your On-Ramp to AI.*
GS1 Connect, Denver, CO. Talk: *Taxonomy: Hero of AI, Bots, Voice Search & Retail.*

2018

Owen Graduate School of Management, Vanderbilt University, Nashville, TN. Workshop: *Content Strategy for Personal Branding.*
Now What? Workshops, Sioux Falls, SD. Workshop: *Content Structure.*
Confab, Minneapolis, MN. Workshop: *Structured Content for Any Strategist.*

2017

Confab Intensive, Denver, CO. Workshop: *Content Structure: An Editor's Perspective.*
Content Marketing World, Cleveland, OH. Workshop: *Content Strategy 101.*
Content Marketing World, Cleveland, OH. Talk: *Conducting a Content Audit.*
Summit on Content Marketing. Talk: *A Crash Course in Content Strategy.*

2016

Confab Higher Ed, Philadelphia, PA. Talk: *Writing in Plain Language.*
Content Marketing World, Cleveland, OH. Workshop: *Content Strategy 101.*
Information Architecture Summit, Atlanta, GA. Workshop: *Seeing the Trees Despite the Forest.*
Craft Content, Nashville, TN. Talk: *Tough Love on Content Structure.*

2015

Confab Higher Ed, New Orleans, LA. Talk: *How to Play Well With Others.*
Huntsville, AL, Advertising Federation. Talk: *Understanding Your Audience's Content Needs.*
Y'all Connect, Birmingham, AL. Talks: *Making Great Content Decisions, and Understanding Your Audience's Content Needs.*
Confab Central, Minneapolis, MN. Talk: *Making Great Content Decisions.*
Tiny Giant UX Conference, Charlotte, NC. Talk: *Making Great Content Decisions.*

2014

Information Development World, San Francisco, CA. Talk: *Content Design for Behavior Change.*
Giant UX Conference, Charleston, SC. Talk: *Using Your Powers for Good.*
Society for Technical Communication Summit, Phoenix, AZ. Talk: *Understanding Your Audience's Content Needs.*

Intelligent Content Conference, San Jose, CA. Talk: *What You Don't Know About Technology Can Kill Your Content.*

Nashville American Marketing Association CMO Council. Talk: *Content Marketing: From Buzzwords to Engaged Customer Relationships.*

2013

Confab HigherEd, Atlanta, GA. Talk: *Being Understood: Why Higher Ed Needs Plain Language.*

Big Design, Dallas, TX. Talk: *Understanding Your Audience's Content Needs.*

National Association of Government Webmasters, Louisville, KY. Workshop: *Content Strategy 101.*

SXSW Interactive Workshop, Austin, TX. Talk: *Tweak Your Talk.* Workshop faculty.