

HELEN JERMAN

Dallas, TX | (214) 543-5860 | helen.h.jerman@gmail.com | [linkedin.com/in/helenjerman](https://www.linkedin.com/in/helenjerman)

EXPERIENCED CONTENT LEADER

Content Management | Content Strategy | Editorial Operations | Team Leadership

Seasoned content strategist and team leader with journalism roots and 15+ years of B2B marketing experience, skilled in building high-performing teams and driving content operations and brand consistency across digital, video, and social platforms. Proven success in both strategic planning and hands-on content creation of long- and short-form content including emails, website copy, video scripts, social media and more.

EXPERIENCE

ADI GLOBAL DISTRIBUTION | Irving, TX

09/2021-Present

Global Digital Content Manager

11/2023-Present

- Elevated to global leadership role within 13 months, demonstrating exceptional performance
- Manage team of 3 in-house content specialists responsible for creating marketing content and 2 external agencies for long-form content and SEO
- Guided development of EMEA's inaugural content marketing plan
- Transformed 50+ high-traffic EMEA website pages, generating 300+ new leads monthly
- Established thought leadership program and editorial board to evaluate content priorities and identify SMEs
- Developed editorial policy for the use of generative AI in content creation
- Created standardized templates for marketing deliverables, improving efficiency and brand consistency
- Accelerated team output 40% through enhanced collaboration and process optimization
- Led content team through period of significant change during corporate acquisition

North America Digital Content Manager

09/2021-11/2023

- Directed team of 4 specialists in creating multi-channel marketing content across email, website, video, webinar and social platforms
- Quadrupled content repository size within one year, driving 20% revenue growth and 117% increase in page visits
- Managed team's transition from Airtable to Workfront, enhancing project management efficiency and collaboration
- Launched comprehensive content strategy and analytics dashboard within 90 days

VIZIENT | Irving, TX

05/2017-04/2021

Senior Editor / Brand Review Manager

- Wrote and edited emails, web content, case studies, white papers and other marketing content, ensuring brand consistency in tone, voice and visual identity
- Led build-out of digital brand guidelines, empowering employees to become brand ambassadors
- Eliminated \$200,000 in agency costs through in-house creative concepting
- Streamlined creative intake forms to ease burden on stakeholders submitting projects
- Managed and assigned 100+ creative projects across 30 business units as interim operations manager

TMX FINANCE | Carrollton, TX

11/2015-02/2017

Lead Writer and Associate Producer

04/2016-02/2017

- Shaped topics for company's first leadership roundtable series
- Coached C-suite executives on messaging strategy for key corporate initiatives
- Provided production support on video shoots and learned basic video editing techniques

Training Content Writer

11/2015-04/2016

- Translated complex concepts into concise, engaging training content for 4,000+ employees across operations, HR, IT and compliance
- Spearheaded development of video scripts for all corporate training initiatives

ACADEMIC PARTNERSHIPS | Dallas, TX

04/2015-11/2015

Digital Content Manager

- Amplified company's SEO content program 10-fold by developing 100+ story ideas across 20+ university partner websites based on keyword research and stakeholder input
- Directed 30+ freelance writers while maintaining quality and consistency standards
- Implemented plagiarism detection process, safeguarding company reputation
- Edited backlog of 300+ articles within 60 days while maintaining editorial quality

TENET HEALTHCARE (H&K STRATEGIES) | Dallas, TX

09/2009-04/2015

Executive and Internal Communications Manager

- Advised internal departments on strategic communications for major company initiatives
- Developed integrated campaigns including white papers, fact sheets, web content, and presentations to connect HQ initiatives with healthcare facilities and drive employee engagement
- Managed external awards program with 60% nomination success rate
- Created executive communications for C-suite, including speeches and briefing materials
- Led intranet redesign project to enhance employee engagement
- Served as interim director of internal communications
- Played an integral role in communicating about Tenet's acquisition of competing healthcare system
- Coordinated annual strategy conference and awards banquet planning, including print compilation of employee stories
- Revamped company's annual compliance training, collaborating on video script and providing on-camera coaching to executives
- Crafted communications to 58,000+ employees across 50 business units

THE DALLAS MORNING NEWS | Dallas, TX

04/2005-09/2009

Web Editor, Senior Copy Editor

- Evaluated news content for accuracy, fairness, and style
- Crafted compelling headlines and captions
- Managed breaking news coverage and content placement on dallasnews.com

EDUCATION

Bachelor of Arts, Journalism, Baylor University

09/1998-05/2002

SKILLS

Content Creation and Editorial (Writing and Editing, Proofreading and Editing, Content Development, Storytelling, Video Script Writing, Training Content, Interviewing), Associated Press (AP) Style, Content Strategy and Management (Content Strategy, Content Management, Website Content Management, Communications Planning and Consulting, Creative and Editorial Operations, Editorial Operations, Brand Management, Brand Governance), Technical Skills (HTML, CSS, Regex, Content Management Systems including Wix, Sitecore, Optimizely and WordPress), AI Tools (Claude/Anthropic, Gemini, ChatGPT), Analytics and SEO Tools (Google Analytics, Looker Studio, Quantum Metrics, SEMRush, Ahrefs, Frase.io), Project Management Tools (Workfront, Airtable, Monday.com, Workzone), Marketing Automation (Marketo, Pardot), Software Suites (Adobe Software Suite, Adobe Suite, Google Suite, G Suite, Microsoft Office Applications, MS Office), Languages (Fluent English, Basic Spanish)