

Mark Duggan

Content Manager

970.769.1100 • mark@markduggan.net • markduggan.net

Award-winning information designer with more than 20 years of experience in public sector communications, news media, and digital marketing. Proven success in designing user-friendly content that raises awareness and increases traffic and conversions. Proficient in strategy, project management, UX design, and copywriting. Effective team collaborator. Devoted to the craft of connecting with humans through communication.

Experience

Digital Content Manager >> Content Director | KSUT Public Radio

Jul 2022 – present (Contract) >> Mar 2020 – Jul 2022 (Staff)

- Direct all aspects of KSUT.org, including editorial, UX, and information design. Provide audio production and story editing.
- Created weekly news magazine/podcast, *Four Corners Edition*. Devised flexible wraparound narration for news presentation. Served as managing editor. Program served station's mission to provide news coverage to underserved communities.
- Led 8-person team through website CMS migration and redesign. Served as scrum master and steered work sprints. Conducted and leveraged user research. Redesigned content presentations, UI, and navigation. Tripled traffic and time on-site. Website recognized with three statewide awards.
- Built tribalradio.org for Native American broadcasting service. Wrote and designed for cultural sensitivity and user accessibility. Organization now has vital online voice for Native and Indigenous news.

Freelance Content Manager

Oct 2013 – present

- Collaborate with content and development teams to migrate NPR affiliate WBHM.org to new CMS. Develop new content workflow, visual design, and navigation structure.
- Design websites for commercial and non-profit clients. Conduct and analyze user research and implement new design and SEO strategies. One successful site launch resulted in 50% increase in organic search traffic and 15% rise in conversion rates.
- Designed and launched student journalism site topotheworld.org for Western Colorado University. Engagement and time on site increased by 50% each year since launch.

UX Content Producer | King County, Washington

Jul 2022 – Dec 2023

- Redesigned web content for kingcounty.gov. Built more than 350 web pages following sitemaps and user research. Rewrote complex copy in plain language for easy reading (8th-grade level). Collaborated with department teams to create unified content, resulting in improved user experience for municipal site serving 3 million county residents.
- Independently researched and solved CMS configuration problems, eliminating major productivity blockers for design team.

Marketing Content Producer | My Sales Butler

Jul 2019 – Feb 2022

- Directed editorial on SEO-friendly, persona-targeted website copy and social media campaigns for white-label marketing agency.
- Collaborated with stakeholders to create launch and lifecycle content for SaaS technology and consumer outdoor recreation products. Drafted aspirational, consumer-focused voice for sales journey language using personas and archetype profiles.
- Produced, edited, and distributed founder's podcast.

Content Director >> Web UX Designer | KBUT Community Radio

Jan – Nov 2018 (Staff) >> Nov 2018 – Aug 2019 (Contract)

- Guided content mission of NPR station through program development, training, and digital systems management.
- Oversaw redesign of KBUT.org. Improved user interfaces and designed for accessibility. Implemented new user flow and navigation structure.
- Collaborated with content team to develop and implement new editorial strategy. Reversed downward trend in traffic and search rankings and increased online ad billing by 30%.

Other Work

- **Content Producer** | TedXGrandJunction | Sep 2019 – Mar 2020
- **News Director** | KDNK Public Radio | Dec 2018 – Jun 2019
- **News Reporter** | KUNC Public Radio | 2017
- **Content Director** | KSUT Public Radio | Dec 2014 – Mar 2017
- **Content Strategist** | KSJD Public Radio | Mar – Nov 2014
- **Reporter/Editor** | Arizona Public Media | Apr 2008 – Oct 2013

Skills

- Project & Team Leadership
- Content Strategy & Planning
- Agile Workflow
- User Research, Personas & Testing
- Digital Marketing Production
- Public Sector Communications
- Media Relations
- Digital Branding
- Pitch-to-Publish Editorial
- SEO & UX Copywriting & Editorial
- Scriptwriting & Storyboarding
- Social Media & Community Engagement
- WordPress Site Design & Management
- Plain Language Writing
- SEO & Analytics
- Information Architecture
- Podcast Production & Distribution
- WordPress Site Design & Development
- Voiceover & Narration

Tech

- WordPress (Admin-level)
- Sitecore 10 CMS
- Brightspot CMS
- Divi
- Adobe CC (Ps, Lr, Ai, Id, Au)
- ChatGPT
- Miro
- Figma
- Sketch
- Basic CSS & HTML
- Azure Boards
- Trello

Awards

2023, 2022, 2021: **Best Station Website** Colorado Broadcasters Association Award of Excellence – KSUT.org

2013: **Best Radio Feature Reporting** National Edward R. Murrow Award [The Battle of Picacho Pass: The Civil War in the Southwest](http://TheBattleofPicachoPass:TheCivilWarintheSouthwest)

2013: **Best Audio News Documentary** Regional Edward R. Murrow Award [Arizona's Five Cs: A Century Later](http://Arizona'sFiveCs:ACenturyLater)

Education

Wichita State University: Studied Journalism & Mass Communications.

Left school when offered full-time editing position at news agency.