

**Jeffrey Durland**

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## **Experience**

### **IconNicholson**

#### **Content Strategist**

May 2007–present

- Created overall content strategy for major international telecom, network services, and professional services firm, including editorial guidelines and instructional text
- Created content types for major CMS implementation involving large-scale content migration from 21 existing sites as well as new content development
- Consulted with client on taxonomy development, content migration, and writing process
- Collaborated with IA group on development of page types, modules, and visual hierarchy; developed specifications on relationship of modular system to content types and CRM system

### **Independent Web editorial consultant**

January 2003–April 2007

- **Deutsch, Inc., fall 2006 and spring 2007:** increased efficiency with modular content management of major Deutsch, Inc. clients, such as McNeill and Sanofi-Pasteur; worked closely with producers, copywriters, IAs and graphic designers
- **Morgan Stanley, fall 2005 through summer 2006:** Created new, award-winning Customer Service section for client site; revamped content of entire site to increase usability and clarity; improved client feedback and retention
- **Siemens Financial Services, spring and summer 2005:** Drastically improved content and information architecture across site to reflect client needs
- **2003-2004:** Worked with PR company team to build redesigned Web site that tripled Web traffic and improved international visibility; developed and edited both print and online content for major financial services institutions like Morgan Stanley and Standard & Poor's; created print and Web campaigns for many smaller clients and agencies

### **Sapient**

#### **Content Strategist**

August 2000–January 2003

- Directed development of content for major international consulting site, mercerHR.com; led team of content producers to unite more than 20 regional sites
- Created content, content strategy, editorial guidelines, and content workflow for consulting companies, manufacturers, and financial services institutions
- Participated in business development and design process along with information architects, graphic designers, and developers

**circle.com****Copywriter**

March 1999–July 2000

- Collaborated on redesign of oceanspray.com that increased traffic by almost 40 percent
- Developed and edited Web content and email campaigns for clients including Fleet Bank and Dow Jones
- Produced and edited extensive redesign of Bell Atlantic Yellow Pages advertiser Web site

**Italian Academy for Advanced Studies at Columbia University****Departmental Administrator**

September 1997–March 1999

- Administered \$ 800,000 annual budget and supervised student staff and consultants
- Edited all Academy correspondence, press releases, and publications in both English and Italian; wrote and edited public relations materials

**Education**

Columbia University, B. A. in Italian Cultural Studies, Magna Cum Laude

**Skills**

- Extensive experience in writing and editing
- Computer skills: Windows, Macintosh operating systems, word processing and spreadsheet applications, PowerPoint, HTML and CSS (TextMate, BBEdit, emacs, HomeSite), Photoshop, InDesign, Visio, content management systems, blogging platforms such as WordPress
- Languages: near-native Italian, some French
- Extensive bicultural and bilingual experience