



Mark Robinson

Writer

ABOUT ME

Writer with five years in B2B content and trade journalism, focused on logistics and supply chain. Equally comfortable interviewing a fleet manager and writing a 2,000-word white paper that sales can actually use.

PROFESSIONAL EXPERIENCE

Content Lead

Northbarrow Freight Insights, Minneapolis, MN | 2022 - Present

- Run the editorial calendar for the trade publication arm, publishing 9 to 12 pieces a month across web, newsletter, and podcast show notes.
- Wrote a benchmark report on cross-border drayage rates that pulled in 2,847 gated downloads in its first quarter and is still the team's top lead source.
- Manage two freelance reporters and a part-time copy editor, including assignments, edits, and invoicing.
- Rebuilt the newsletter template after a deliverability audit; opens climbed from the high 20s into the 38% range and have held.

Staff Writer

Pallet & Lane Magazine, St. Paul, MN | 2020 - 2022

- Covered warehousing and last-mile delivery for a print and digital trade title with about 22,000 subscribers.
- Reported the cover feature on driver retention that won a regional trade press award in 2021.
- Wrote three to four pieces a week during peak season, mixing news briefs with longer analysis.
- Built a source list of roughly 60 operators, brokers, and analysts I still call for context.

Marketing Copywriter

Cedar Ridge Software, Bloomington, MN | 2019 - 2020

- Wrote landing pages, case studies, and email nurture sequences for a logistics SaaS product.
- Interviewed 14 customers in eight months and turned the transcripts into 9 published case studies.
- Owned voice and tone guidelines after the rebrand, working with the design lead and head of product.

CONTACT INFORMATION



(612) 555-0173



priya.iyersandoval@example.com



Minneapolis, MN 12345

EDUCATION

B.A. in Journalism, University of Minnesota Twin Cities, 2019

Poynter ACES Certificate in Editing, 2021

KEY SKILLS

- Long-form feature writing
- B2B trade journalism
- White papers and benchmark reports
- Source development and interviewing
- Editorial calendar management
- Newsletter strategy and deliverability
- AP Style and copy editing
- Case study development
- Freelancer management and assigning
- SEO research and on-page optimization
- CMS publishing (WordPress, Webflow)
- Logistics and supply chain reporting