

JOHN STECKROTH

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CAREER OBJECTIVE

Creative marketing professional, skilled brand strategist, and dedicated project manager with experience leading creative teams and executing integrated marketing campaigns, looking to find a position with an innovative organization that will profit from my intensely creative approach to content marketing that successfully reinforces brand persona and engages with audiences.

WORK EXPERIENCE

Indigo Slate | Seattle, WA

Microsoft Teams Community Marketing Manager

August 2020 – Current

Functioning as lead copywriter for official Microsoft Teams blogs, orchestrating content strategy across the Microsoft Tech Community, moderating forums, promoting conversation spaces, and spearheading influential “AMA” events.

- Curated engaging articles earning millions of views and created content in sync with roadmap releases.
- Established the most engaging and viewed forum space on the Microsoft Tech Community.
- Directed messaging during COVID-19 and the narrative surrounding both remote work and learning.
- Produced webinars with thousands of live attendees, engaging with high-level internal and external stakeholders.

Microsoft Teams Social Media Manager

August 2018 – August 2020

Owned dynamic social media strategy and execution for Microsoft Teams, expanding the followership and leveraging platforms to amplify product news, engage with users, create successful campaigns, and generate analytics reports.

- Achieved significant growth, bringing the Teams twitter handle to 250K followers within a year.
- Launched the Teams Instagram account, establishing brand standards and managing vendors for asset creation.
- Partnered with other product teams to foster cross-product engagement between brands online.
- Trained and mentored new hires on native and reactive social management procedures.

Graham Media Group / WDIV | Detroit, MI

Senior Digital News Editor

January 2015 – June 2018

Coordinated content with reporters and producers, published and updated stories, sent push notifications, collaborated on special projects, managed social media presences, and created strategies based on real-time analytics.

- Managed fast-paced content production to consistently be awarded the most visited TV website in Michigan.
- Pioneered livestreaming as a new medium and means for increasing web traffic while maintain a consistent brand.
- Created a morning livestream show bringing in new revenue stream, acting as director, producer, and co-host.

EDUCATION

University of Michigan – Dearborn, Bachelor of Arts in Journalism and English, 2015
The Michigan Journal, Staff Writer

SKILLS

Creative Applications:	Productivity Software:	Programing Languages:	Artificial Intelligence:	Analytics:
Adobe Creative Cloud including Photoshop, Illustrator, InDesign, Acrobat, Premiere and After Effects; Blender, Figma, and Unity.	Microsoft 365 products, in their applications and adoption; Asana, Google Workspace, Basecamp, Monday, Salesforce, Jira, Trello, Wrike, and Zoom.	Basic understanding of Typescript, Javascript, Python, Solidity, SQL, HTML/CSS, C# and ReactJS frameworks.	ChatGPT, Copilot, Gemini, DeepSeek, Operators, DALL-E, Sora, Midjourney, Synthesia, and n8n AI Agent automations.	Tableau, Chartbeat, Adobe Analytics, Google Analytics, Power BI, Sprinklr, Hootsuite, and TweetDeck.

ACTIVITIES

American War Memorials – Director – Founding of 501(c)3, managing website and creation of searchable database, providing research, soliciting donations, writing newsletters and email marketing campaigns. (2013-Current)

Neue Gallerie – Junior Council – Social media marketing, event planning, and community outreach. (2023-Current)