

K. Hannah Friedman

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Experience

NOVEMBER 2023 – PRESENT

Content Developer | Paycor

- Creates cross-channel marketing content for an audience of business leaders in the HR space including SEO articles, social media posts, long-form guides and toolkits, interactive assets such as quizzes and infographics, newsletters, nurture email campaigns, and more.
- Owns the creation of SEO articles about DEI&B topics. Notable pieces include *Bystander Intervention in the Workplace*, *Supporting LGBTQIA+ Employees*, and *The CROWN Act and Race-Based Hair Discrimination*.
- Leads regular webinars to drive engagement, influence bookings, and position Paycor as a thought leader in the HR space. Notable sessions include *How to Cultivate Psychological Safety at Work in a Time of Cultural Change*, *How to Be an Ally 101*, and *Harnessing Gratitude to Prevent Burnout*. Rated Good or Excellent by an average of 98.9% of attendees.
- Collaborates with C-suite executives to ghostwrite bylines for Paycor's website and high-profile publications such as Forbes. Developed an ongoing collaboration with Amy Hull, Head of DE&I, to produce regular co-written articles for Perspectives+, Paycor's library of DE&I resources.

APRIL 2021 – OCTOBER 2023

Content Editor | Hone Copywriting

- Wrote and edited research-driven content for clients in the addiction and mental health recovery space.
- Wrote and edited inbound content promoting Hone's work as a holistic marketing agency.
- Designed and led bespoke training intensives for writers new to the mental health space.
- Led a team of up to five writers at a time, managing a detailed editorial process and editing all deliverables for publication.
- Created comprehensive style guides for Hone's clients, specializing in DE&I and trauma-informed content.

JANUARY 2021 – DECEMBER 2023

Founder, Event Producer | Thrive Community Events

- Founder of an activist community event project.
- Collaborated with core organizers and community leaders to develop programming and produce events.
- Led workshops for up to 100 on topics including art as activism, tactics to achieve food justice in Chicago, promoting consent culture in the Chicago activist community, and strategies to facilitate communication among disparate community organizations.
- Wrote and edited all internal documents and marketing materials.

APRIL 2016 – OCTOBER 2023

Course, Study Guide, and Exam Writer & Editor | Various

- Created continuing education courses, study guides, and practice exams for a national audience of healthcare professionals including but not limited to massage therapists, physical therapists, and physical therapy assistants.
- Notable subjects included LGBTQIA+ affirming care, ethics, anatomy, and physiology.
- Responded to questions from end users, updating test items as needed.
- Updated content annually to reflect new scientific research.

SEPTEMBER 2015 – SEPTEMBER 2019

Content Editor | CAKE Engineering

- Developed a digital media content strategy for CAKE, a SaaS company.
- Designed and managed a cross-channel content calendar including content for CAKE's social media channels, blog, website, long-form content, print ads, nurture email campaigns, and more.
- Wrote cross-channel B2B content for a national audience of restaurant owners and managers.
- Proofread and edited all assets for final publication, ensuring adherence to the company's style guide.
- Performed administrative duties and acted as project manager for the creative team.
- Led a team of up to three writers at a time and owned the editorial process from start to finish.

Skills

Writing • Editing • Research • SEO and E-E-A-T Standards • Webinar Production • Training & Facilitation
Project Management • Content Management Systems • SEO and E-E-A-T Standards • Event Production

Education

Bachelor of Arts in Feminist Literature | Sarah Lawrence College | Bronxville, NY

Advocacy & Publication History

Board Member, The Breathe Network: Sits on the board of The Breathe Network, a nonprofit that connects sexual assault survivors to patient-centered resources and trains healthcare providers to offer trauma-informed care.

Guest Column in SHRM HR Quarterly: Co-authored an article for SHRM's HR Quarterly magazine, titled "How CHROs Can Be the Drivers of Ethical AI Adoption & Empowerment." 2024.

Medium Blog: Wrote and published a series of articles on health and wellness, many of which were vetted and distributed by Medium editors. 2020-2021.

Refuge of Violence: Curated a visual art installation showcasing collaborative pieces made by artists and survivors of domestic violence. Chicago, 2013.