

# BRAD HUMMEL

WRITER | MARKETER

## PROFESSIONAL SKILLS

Academic and popular writing  
Communication  
Content editing  
Content management systems  
Content strategy  
Content writing  
Copywriting  
Project management  
Research  
SEO

## PERSONAL SKILLS

Adaptable  
Broad knowledge base  
Commitment to vision  
Detail oriented  
Highly motivated  
Problem solving  
Public speaking  
Reliable and professional  
Team collaboration  
Values oriented

## APPLICATIONS

Ahrefs  
Canva  
ClickUp and Monday.com  
Facebook Group Administrator  
Grammarly  
G Suite and Microsoft Office 365  
HeadlineStudio  
HubSpot  
Slack  
Surfer SEO  
Windows and Mac Systems

## CONTACT

(717) 799-0374  
bradhummel2008@gmail.com  
in/bradwhummel

## PROFILE

Dedicated writer with research and marketing experience and a passion for storytelling.

## EXPERIENCE

### ICEV

Content Specialist | Jun 2021 - Dec 2024

- Lead content creation to reach educators in 11 CTE pathways.
- Recognized as a trusted voice and sole manager of the ICEV blog.
- Instrumental in building company blog to over 50k subscribers.
- Identified and authored positioning statements for iCEV/Eduthings.
- Contributed extensively to exceeding department KPIs for organic search revenue and marketing-qualified leads.
- Produced a diverse content repertoire including blogs, pillar pages, guides, white papers, case studies, emails, and social media posts.
- Demonstrated strategic thought leadership in a team environment.
- Created new on-page content for reimagined company website.
- Refreshed, optimized, and improved existing content to satisfy SEO and department editorial standards.
- Trained in BrandScript and They Ask, You Answer content marketing mastery by IMPACT.

### FREELANCE CONTENT MARKETER

Oct 2021 - Present

- Create excellent blog, webpage, and case study content for clients.
- Optimize client web content for organic search.

### VERITAS COLLEGIATE ACADEMY

Senior Thesis Advisor and History Instructor | May 2020 - Mar 2021

- Advised students in researching and writing a quality thesis.
- Instructed students in history, writing, and communication.

### PENN STATE UNIVERSITY

Graduate Assistant | Aug 2015 - May 2018

- Extensive graduate research and teaching experience.
- Direct experience in archival research and operations.

## EDUCATION

### MASTER OF SCIENCE, PENN STATE UNIVERSITY

Kinesiology | Emphasis in History and Philosophy of Sport | 2020

### BACHELOR OF ARTS, GROVE CITY COLLEGE

History | Biblical and Religious Studies | Classics Minor | 2014

## PUBLICATIONS

- Nearly 200 long-form content pieces on behalf of ICEV, its subsidiaries Eduthings and Applied Educational Systems, Inc. (AES), and freelance clients.
- Master's thesis and archives-based research in sports history.
- Various articles, pamphlets, and materials for museum and archive projects.