

RIK FAIRLIE

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SKILLS PROFILE

- Expertise in articulating complex technology and cybersecurity concepts for high-level business executives.
- Experience creating engaging consumer and corporate content for a variety of channels that include print, websites, blogs, social media, email and internal communications.
- Strong team player with outstanding communication, collaboration and organization skills.
- Solid understanding of brand marketing and editorial tone.
- Highly proficient in Word, Excel, PowerPoint and Google Docs.
- Intense interest in digital, technology and cybersecurity industry trends.

EMPLOYMENT HISTORY

Self-employed

April 2017 - present

Technology and cybersecurity content specialist

- Develop, write and edit IT and cybersecurity thought leadership and marketing content for leading brands, including Google, Microsoft, HP Enterprise and PricewaterhouseCoopers.
- Topics include cybersecurity and privacy, cloud computing, mobile technologies, data analytics and the Internet of Things.
- Content types include long-form thought leadership, website text, blog posts, social media, case studies, video scripts, email marketing campaigns, newsletters, infographics and articles for industry publications.

PricewaterhouseCoopers

Sept. 2007 - March

Information technology and cybersecurity content consultant

2017

- Worked closely with senior PwC marketing and cybersecurity consulting staff to develop, write and edit on-brand content for IT technology and cybersecurity practices. Content included long-form thought leadership, website text, blog posts, social media, case studies, video scripts, internal marketing communications, infographics and articles for industry publications.
- Topics included cybersecurity and privacy strategy and frameworks, cloud computing, the Internet of Things, Big Data, mobile technologies, product messaging, regulatory compliance and enterprise risk management. Also wrote industry-specific content for a range of sectors that included financial services, healthcare, technology, telecommunications, retail and CPG, public sector, human capital and utilities.
- Developed, analyzed data and wrote all content for annual Global State of Information Security® Survey, a cybersecurity study of more than 10,000 global executives. Content included key findings papers, industry analysis and presentations, website content and presentations for launch events.
- Helped plan, script and document marketing events for PwC clients and industry analysts.
- Interviewed PwC executives, clients and industry leaders for thought leadership content.

Self-employed

Oct. 2007 - March

Technology writer and editor

2013

- Wrote technology news, reviews, features, blog posts, sponsored content and technical documentation.
- Published by The New York Times, The Economist, Forbes, Money Magazine, CA Technologies, PCMag.com, CNET, ZDNet, Popular Science and JPMorgan Chase.

Computer Shopper

Feb. 1998 - Sept. 2007

Editor in chief

- Planned and implemented editorial direction and content of monthly consumer technology magazine (400,000 circulation) and Web brands.
- Developed content strategy for website, blogs, forums and electronic newsletters. Analyzed site traffic and implemented strategies to increase page views.
- Hired and supervised a dozen editors and graphic artists, and served as the liaison among editorial, digital, sales and marketing departments.

Executive editor

- Planned and implemented editorial content of print and Web properties. Managed relaunch of ComputerShopper.com website, blog, user forums and electronic newsletters in 2006. Spearheaded and managed graphic redesign and editorial relaunch of Computer Shopper magazine in 2004.
- Supervised and edited news, features and product reviews. Managed staff of editors, with emphasis on sharpening writing and editing skills.
- Coordinated monthly editorial awards program and annual editorial and reader awards projects.

Frequent Flyer magazine

Jan. 1996 - July 2000

Technology editor (freelance)

- Wrote a monthly four-page travel-technology section covering computer and communications hardware, software, and websites and services.

Mobile Computing & Communications magazine

Sept. 1994 - June 1998

Managing editor

- Managed a monthly magazine covering mobile technology and cellular communications. Responsible for development of articles, manuscript assignment, editing, copy flow, production, proofreading and final approval of pages. Supervised a staff of five and managed freelance writers and columnists.

ACTIVITIES / INTERESTS

- Participate in memoir-writing workshops and groups.
- Serve on board of directors for ETHEL's Foundation for the Arts, a non-profit organization that supports contemporary music and the string quartet ETHEL.
- Study classical piano.

EDUCATION

Bachelor of Journalism in News and Public Affairs Reporting, University of Texas at Austin.