

Aaron C. Ruegg

Summary

Award-winning content creator and PR leader well-versed in creative writing, electronic media, public relations, media outreach and project management. Self-starter with a precise attention to detail and a proven ability to lead communications initiatives through clear and consistent messaging and strong intuition.

Contact

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Skills & Expertise

Strategic Communications
Copywriting & Editing
Crisis Communications
SEO
Media Relations
Project Management
Digital Media
UXD

Microsoft Office
Apple iWork
Sprinklr & Hootsuite
AEM, Wix & Webflow
Final Cut Studio
Adobe Creative Cloud

Education

M.A., Journalism & Mass Communication

Kent State University - 2021

B.S., Journalism & Mass Communication

Kent State University - 2008

Work Experience

Manager, Digital Media

The Timken Company | July 2024 - Present

Lead global digital strategy to elevate corporate reputation and brand engagement across Timken's owned platforms and social media channels.

- Direct strategy, planning, and governance for global websites with millions of annual visitors across 14 localized language sites.
- Drive performance and storytelling across LinkedIn, Instagram, Facebook, and Twitter to expand reach and influence.
- Develop KPI frameworks and multichannel analytics that inform decision-making and align with brand and business goals.
- Advise leadership on brand initiatives, executive communications, and digital content strategy.
- Collaborate with creative teams and agency partners to produce consistent, insight-driven content across all digital touchpoints.

Senior Copywriter, Creative Services

Jackson | June 2021 - July 2024

Led creative content strategy supporting public relations, digital campaigns, and brand communications.

- Created award-winning copy for B2B and B2C campaigns spanning digital ads, print, web, and social media.
- Wrote Jackson's first Corporate Responsibility Report; continue to lead development of annual reports.
- Supported external storytelling and media relations, including writing and pitching press releases.
- Led communications for key Diversity & Inclusion efforts and served on the Nashville Grant Advisory Committee.
- Boosted SEO visibility with blog and content strategy that achieved top search rankings for key industry terms.

Supervisor, State Communications

FirstEnergy Corp. | Nov. 2009 - June 2021

Oversaw public relations, crisis communications, and digital media efforts across a multi-state region.

- Managed direct reports and led storytelling efforts across Ohio, Pennsylvania, West Virginia, Maryland, and New Jersey.
- Represented FirstEnergy as spokesperson during high-impact events including outages, safety issues, and the Covid-19 pandemic.
- Directed strategy and content across paid and organic social, using platforms like Hootsuite and Sprinklr.
- Developed integrated communications plans and created content spanning email, print, blog, and executive messaging.