

LEE H. KOLINSKY

516-606-4208 | Ikolinsky@yahoo.com | [Portfolio](#) - [LinkedIn](#) - [Website](#)

PROFESSIONAL SUMMARY

Award-winning content professional with expertise in copywriting, technical writing, SEO, content strategy, and digital marketing across industrial, manufacturing, healthcare, and lifestyle sectors. Delivers results-driven content, manages editorial workflows, and drives audience engagement in fast-paced, cross-functional environments.

CORE COMPETENCIES

Writing & Communication	Project & Workflow Management	Data & Optimization
SEO Copywriting & Editing	Editorial Workflow Creation	Taxonomy & Data Governance
Brand Voice Development	Project Management	Content Optimization
Product Descriptions, UX Writing	Translation & Oversight	CMS Platforms & Analytics
Digital Marketing & Social Media		

PROFESSIONAL EXPERIENCE

Senior Technical Writer

Kennametal – Pittsburgh, PA (Remote)

Oct 2022 – Present

- Produced marketing and technical content for brochures, catalogs, email campaigns, landing pages, articles and blogs to support \$2.1B in sales and improve customer engagement across 60 countries
- Elevated search performance by implementing SEO strategies for product titles and descriptions, resulting in a 40% more digital traffic
- Reduced translation expenditures by 10% through vendor optimization and linguistic oversight
- Ensured multilingual content consistency by building style guides, glossaries, and coordinating translations

Marketing Copywriter

JobTarget - Stamford, Connecticut – (Remote)

Jan 2022 – Oct 2022

- Increased brand authority and drove sales funnel performance by producing high-impact content for a \$20M talent recruitment platform
- Addressed low conversion rates by crafting targeted content for blogs, email campaigns, and ads, driving a 50% increase in qualified leads
- Improved video production efficiency by designing streamlined workflows for internal and external communications
- Educated clients and ensured compliance by authoring guides on recruitment advertising, OFCCP regulations, and programmatic solutions, improving client onboarding efficiency by 20%

Copywriter

MSC Industrial Supply Co. – Melville, NY (On-Site)

June 2010 – Jan 2022

- Tackled inefficient product visibility by leading SEO initiatives for 3M+ listings, contributing to \$4M/day in online sales
- Enhanced natural search engagement by refining metadata and page content, increasing visibility by 31%
- Standardized product messaging by editing manufacturer descriptions and enriching data, improving conversion rates by 13%
- Streamlined team operations by documenting workflows and facilitating collaboration across marketing, e-commerce, and imaging teams

AFFILIATIONS**Board Member**

James R. Halsey Foundation of the Arts

Jul 2018 – Dec 2021

- Empowered young people by providing creative arts and life-skill training in filmmaking, fostering confidence and practical skills

TECHNICAL PROFICIENCIES**Creative & Productivity Tools**

Adobe Creative Suite, Microsoft Office, Figma, Workfront, SharePoint

Collaboration & Workflow Platforms

Jira, Confluence, Alfresco

Data & Product Systems

Syndigo, STEP-STIBO, MDM, SAP