

Chaz Wilcoxon

Portland, ME | 618-946-6869 | hello@chazwilcoxon.com | chazwilcoxon.com

Summary

Content and communications professional with 10+ years of experience writing, editing, and managing digital content for nonprofits, foundations, and mission-driven organizations. Skilled in maintaining websites, producing email communications, organizing digital content systems, and supporting cross-department marketing workflows. Known for producing clear, accessible, and brand-aligned communications, collaborating closely with program and development teams, and bringing consistency and reliability to day-to-day marketing operations.

Core Skills

Content Writing • Editing & Proofreading • SEO & Analytics • Web Copy • Content Strategy • Editorial Calendars • Research • CMS Platforms (WordPress, Webflow, Squarespace) • Email Marketing • Social Media Content • Adobe Creative Suite • Stakeholder Collaboration • Project Management • Brand Voice Development • Organization • Accuracy • Cross-Functional Communication • Digital Asset Organization & Content Libraries

Professional Experience

Protos Agency - Founder & Creative Director (2020-Present)

- Created, managed, and maintained nonprofit websites, including content updates, QA, accessibility considerations, and coordination of reviews and approvals.
- Produced and distributed digital communications including newsletters, campaign emails, program pages, and web updates in support of engagement and stewardship goals.
- Translated complex conservation, programmatic, and organizational information into clear, accessible, and brand-aligned content across web, email, social media, and print.
- Collaborated closely with executive leadership, program staff, and development partners to gather information, refine messaging, and ensure accuracy.
- Used analytics and performance data to inform content improvements and ongoing optimization.
- Managed and published digital content across 80+ nonprofit projects, coordinating drafting, reviews, approvals, QA, and publication within CMS platforms.
- Organized and maintained content libraries, brand assets, and documentation to ensure consistency and ease of use across teams.

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Professional Experience Continued

Communications & Content Contractor - Team Long Run (2018–Present), Elliotsville Foundation (2023–Present), Wabanaki Community Foundation (2024–Present)

- Produced website content, newsletters, reports, social media copy, and educational materials.
- Coordinated with executive directors and program staff to gather information and review content drafts.
- Implemented SEO best practices and monitored content performance using analytics.
- Supported the creation of editorial calendars, messaging frameworks, and multi-channel content plans.

Freelance Designer & Communications Consultant (2014–2020)

- Developed brand-aligned content including website copy, blog posts, social media campaigns, and marketing materials.
 - Collaborated with clients to understand goals, gather details, and ensure accuracy in written materials.
 - Delivered content projects from concept to publication with strong attention to detail and deadlines.
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Professional Development & Certifications

Wharton School, University of Pennsylvania: Viral Marketing

Google: Digital Marketing Certification, UX Design Certification

Meta: Social Media Marketing Professional Certificate

University of Colorado, Boulder: Strategic Communication Campaigns (Specialization), Introduction to Public Relations & the Media (Specialization)

University of California, Davis: SEO (Specialization), Content Marketing (Specialization), Fundraising and Development (Specialization)