Colin Wright

Content Strategist | Editorial Leader | Writer, Editor & Product Builder

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SUMMARY

Content strategist, editor, and publisher who has built and run content operations for 20 years, and made a living from the audiences they earned. Takes a business goal through planning, production, and measurement with very little oversight, having done every job in that chain himself. Now ready to put that range to work inside a team, on problems bigger than one publisher can take on alone.

CORE EXPERTISE

Content strategy | Editorial leadership | Copywriting & editing | Technical storytelling | Brand voice & messaging | Research & fact-checking | Content operations | Audience growth | Product content | Team leadership | AI-assisted workflows

PROFESSIONAL EXPERIENCE

Understandary

Content Strategist, Editor & Publisher | June 2009–Present

- Built and run a reader- and listener-funded media business, owning strategy, research, writing, editing, design, production, distribution, analytics, monetization, and support.
- **Publishing operation:** Manage 12 scheduled sends each week plus monthly releases, about 675–700 editions, essays, podcasts, and curated products a year, with more than 5,000 published editions and episodes overall.
- **Editorial products:** Produced 617 Let's Know Things episodes, sustaining about 10,000 monthly downloads and 10,200 YouTube subscribers; grew the weekday One Sentence News briefing from zero to about 8,000 subscribers with a 67% open rate and no paid advertising.
- **Owned media:** Publish Brain Lenses, Aspiring Generalist, Colin Wright's Newsletter, Content Layer, and Exile Lifestyle; the latter reaches about 24,000 unique visitors per month and 1.5 million annual pageviews.
- **Truly Simple Tools:** Launched 18 iOS and macOS apps in 16 months, generating 5,400+ first-time downloads across 111 countries with no advertising; about one in 18 downloads converts to a paid unlock.
- **MKE Meetups:** Built a weekly newsletter and searchable event site to 1,400+ subscribers without paid acquisition, averaging 55% opens and 11% clicks while curating 2,000–3,000 annual listings from 100+ sources.
- **Client work:** Content strategy, messaging, and web content for a small roster of clients, including a multi-year retained engagement.
- **Books and speaking:** Wrote, designed, produced, and narrated 34 books and audiobooks; delivered 100+ talks and workshops in about 24 countries, including four TEDx events, with audiences as large as 2,000.

ADDITIONAL EXPERIENCE

Asymmetrical Press

Co-Founder & Creative Lead | May 2012–May 2020

- Co-led an independent publishing company and distributed operation of about 30 people, setting brand and editorial direction and stepping into production, event, and management work as needed.
- Published 40 titles by 10 authors, coordinating writers, editors, designers, and formatters across as many as three overlapping releases.
- Co-produced the multi-city Wordtasting Tour of author events across several dozen stops.

Colin Is My Name

Brand Consultant & Creative Director | May 2008–May 2014

- Built a referral-driven consultancy serving about 50 clients across technology, energy, media, publishing, education, and consumer products, with engagements of $10,000–$100,000.
- Worked directly with founders and executives on discovery, positioning, voice, messaging, websites, identity systems, and style guides, managing specialist collaborators as needed.

Earlier Founder & Creative Director Roles

Founder, Creative Director & Art Director | 2006–2011

- Began as the one-person creative department at a boutique production and design studio; founded Ebookling, Stim Magazine, and Zine-o-File; and held creative and art director roles for early-stage startups, a UN-aligned technology nonprofit, and an early carbon-neutral digital fashion magazine.

SELECTED RESEARCH & RECOGNITION

- **What Counts as a Change Order?:** Self-directed ten-page research brief analyzing 130,782 federal contract actions across 11 fiscal years; built reproducible analysis, manually classified 200 records, created a 104-claim verification ledger, mapped a 30-asset content program, and produced five representative derivatives.
- **Selected recognition:** Featured by NPR, The Boston Globe, Forbes, Paste, The Huffington Post, BuzzFeed, Die Welt, Swedish Television, Radio New Zealand, The Next Web, and three documentary films.

EDUCATION

Bachelor of Fine Arts (BFA), Graphic Design and Illustration | Missouri State University | 2003–2007
Coursework in Philosophy | Santa Monica College | 2008–2009

TOOLS

Publishing & analytics: WordPress, Substack, Ghost, Webflow, Mailchimp, ConvertKit, Google Analytics, Google Search Console, App Store Connect, YouTube and podcast analytics, Ahrefs, Semrush
Workflow & production: Notion, Airtable, Trello, Asana, Adobe Creative Cloud, Figma, Final Cut Pro, Logic Pro, Descript, Canva, Microsoft 365, Google Workspace
Product, data & AI: Xcode, Swift, SwiftUI, GitHub, HTML/CSS, JavaScript, Python, SQL, ChatGPT, Claude, Gemini, Perplexity, Codex, NotebookLM