

Colin Wright

Content Strategist · Writer · Brand & Product Builder

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SUMMARY

Content strategist, writer, editor, and builder with 20 years of experience turning complex products and ideas into clear, useful, distinctly human content. Develops brand voices, editorial programs, naming systems, and product experiences from strategy through launch, and has built independent businesses, publications, and audiences along the way. Work spans 30+ books, 2,700+ published pieces, 16 shipped apps, and audiences of 10,000+.

CORE CAPABILITIES

Content & voice: content strategy, copywriting, editing, brand voice, messaging, voice and tone guidelines, long-form and editorial writing

Product & structure: UX writing, content design, microcopy, product naming, information architecture, style guides, content systems

Building & leadership: brand identity, product management, concept-to-launch execution, remote creative-team management, workshops and public speaking

EXPERIENCE

Content & Brand Lead / Founder, Truly Simple Tools

2025–Present

- Own the entire content layer of a multi-app software brand: positioning, naming, brand voice, UX copy, and every word of microcopy.
- Built a reusable voice (“the reliable neighborhood mechanic”) and a naming structure that makes each app competitive and clearly part of one family.
- Set positioning and pricing as practical expressions of the brand’s point of view.
- Grew the catalog to about 4,000 downloads in 100+ countries in year one, converting 1 in 18 downloads to a paid Pro unlock with zero ad spend.

Editor & Content Lead / Founder, MKE Meetups

2025–Present

- Write and publish a weekly local newsletter and run MKEmeetups.com, maintaining a consistent voice and content system across recurring touchpoints.
- Handle content strategy, information architecture, and onboarding copy that turns first-time readers into subscribers and repeat attendees.
- Grew the newsletter to 1,200+ subscribers in its first year, with zero ad spend and an average open rate of about 55% and 2,000+ hand-curated listings annually.

Writer, Host & Producer, Let’s Know Things & Brain Lenses

2016–Present

- Research, write, and narrate Let’s Know Things, a podcast that adds context to the news, and the Brain Lenses essay series.
- Built a decade-long daily writing practice for a smart and demanding audience of 10,000+ listeners.

Author & Speaker, Independent

2011–Present

- Write and publish books and essays across genres; deliver keynotes and workshops globally on technology, publishing, and intentional living.
- Published more than 30 books while developing independent editorial, production, and audience-building systems.

Co-Founder, Asymmetrical Press — Missoula, MT

2012–2020

- Co-ran a non-traditional publishing company for independent authors, from title acquisition through publication.
- Guided brand and editorial development across the press and its titles.
- Managed a remote production network of editors, cover designers, and formatters.

Brand Consultant, colin is my name

2008–2014

- Ran a boutique consultancy spanning brand discovery, voice, messaging, copywriting, and visual identity.
- Helped clients identify their core values and translate them into clear, authentic customer-facing communication.

Earlier Founder & Creative Director Roles

2006–2011

- Founded Ebookling, Stim Magazine, and Zine-o-File; held creative and art director roles for early-stage startups, a UN-aligned technology nonprofit, and the first carbon-neutral digital fashion magazine.

SELECTED PORTFOLIO

- [Truly Simple Tools](#): Brand architecture, naming system, product voice, UX copy, and 16 shipped apps
- [MKE Meetups](#): Community content and communication system; newsletter growth from 129 to 1,200+ subscribers
- [Roll for Table](#): Product naming and information architecture for a specialized tabletop audience
- [Editorial](#): Three publications, 2,700+ pieces, and more than 30 books
- [What Counts as a Change Order?](#): Research brief expanded into a 30-asset content program

EDUCATION

BFA, Graphic Design & Illustration, Missouri State University

2003–2007

Coursework in Philosophy, Santa Monica College

2008–2009