

DIGITAL CONTENT EDITOR

Summary

I am a devoted writer and editor inspired to tell stories. With solid experience in print and digital magazine, corporate communications and project management, I have traversed the fields of journalism to help me grow as storyteller, communicator and leader. Combining these skills with my life experiences, I strive to give people a voice. This goal became clearer to me after working for international magazine the last three years.

Experience

Digital Content Editor 01/2017 to Current Company Name City , State

I manage the Toastmaster magazine's online edition since overseeing the launch of the web-based version in October 2016.

- I generate supplemental and interactive content through photos, videos and links.
- Drive readership to the online magazine (Increased web traffic 94% since launch of online edition).
- Collaborate with Marketing to promote content through social media channels.
- Assign articles/manage freelancer writers.
- Write features, Q&As and member profiles.
- Edit and proof both print and online articles and internal company documents.
- Curate extra content from member submissions for print and online.
- Track progress through Google Analytics to ensure SEO is effective.
- Collaborate with IT department on future release improvements.

Proofreader/Editorial Coordinator 12/2014 to 01/2017 Company Name City , State

I coordinated the production schedule of the magazine for the first two years of my employment before being promoted.

- Managed incoming content and submissions from members.
- Wrote feature articles, Q&As and member profiles.
- Proofed, fact checked and edited stories.
- Managed a team of freelance writers and freelance editors.
- Coordinated payment of authors.
- Scheduled and led department meetings.
- Managed the company's internal editorial review process.
- Created digital magazine content for the digital app.
- Answered magazine-related questions from members around the world.

Event Manager/Freelance Journalist 06/2014 to 12/2015 Company Name City , State

As Event Manager, I assisted the Director of Sales with the facilities' events as well the marketing and communications, which I continued remotely as a freelance journalist.

- Completed website updates through Wordpress
- Designed monthly ads for the local chamber newsletter
- Wrote a monthly blog for the website
- Produced information packet for clients
- Handled marketing campaign for the annual bridal show
- Designed, wrote copy and sent email campaigns through PerfectWeddingGuide.com
- Planned, marketed and attended monthly open houses for prospective sales

Communications Specialist 07/2012 to 01/2014 Company Name City , State

- Wrote and edited national press releases, designed flyers and brochures.
- Designed and created content for sponsorship materials with professional sports teams.
- Managed internal employee communications through the company newsletter that I started.
- Promoted to project manager to track progress of projects.
- Handled day-to-day communications inquiries.
- Filtered all incoming marketing requests from employees.
- Created materials and content for the HR department and other internal committees.
- Distributed internal and external company emails through Outlook and ExactTarget.
- Planned and successfully executed the company meetings, picnic, holiday party, incentive trips, national sales meetings and more.

Communication Assistant 07/2010 to 07/2012 Company Name City , State

- Writer and photographer, working on both internal and external publications; two print and one digital.
- The audience reached from employees to other cooperatives and businesses locally and nationwide.
- Wrote hard news, feature, breaking news, press releases, covering special events and two to three-part series on industry topics.
- I also represented the company by traveling all over southern Indiana to its 18 member cooperatives.

Newspaper Reporter 06/2009 to 08/2009 Company Name City , State

- Selected by the Hoosier State Press Association in 2009 for the Eugene S. Pulliam award

- Placed with The Shelbyville News where I worked for 10 weeks as a feature writer, photographer, copy editor and news reporter
- Acquired over 40 published clips

Education and Training

Bachelor of Arts : Journalism 12/2009 INDIANA UNIVERSITY City , State

Activities and Honors

First Place, Award of Excellence for Best Feature Story (National Rural Electric Cooperative Association (NRECA) Spotlight on Excellence), 2012 First Place, Online/Electronic Newsletter (Cooperative Communications Association (CCA) Communications Contest), 2012 Second Place, Award of Merit for Best External Newspaper/Magazine (National Rural Electric Cooperative Association (NRECA) Spotlight on Excellence), 2012 Eugene S. Pulliam Internship Award (Hoosier State Press Association (HSPA), 2009

Additional Skills

AP Style, Sitecore web management, Google Analytics, MOZ Pro, social media sites such as Facebook, Twitter, LinkedIn, YouTube and Instagram, Skype for Business