

Profile Editor | Web Content Manager

Professional Experience

Editing

- Certified editor with more than 10 years of experience editing digital and print content for websites, articles/blogs, magazines, white papers, marketing materials, and manuscripts.
- Collaborative communicator and meticulous researcher employing a keen sense of empathy to ensure content is user/audience focused while aligning with business goals.
- Editing for spelling, grammar, style, usage, punctuation, logic, cohesion, flow, and accuracy. Substantive editing/rewriting to optimize for readability, usability, accessibility, and SEO.
- Skilled at ensuring complex/technical content is conveyed in straightforward language.
- Practiced at upholding editorial and brand guidelines; create and maintain style guides and work with teams on key governance and compliance guidelines.
- Experience with QA testing, A/B testing, analytics, and editing help documentation/FAQs.
- Proficient in *The Chicago Manual of Style* and *The Yahoo! Style Guide*; working knowledge of *AP Stylebook* and *Microsoft Manual of Style*; adapt quickly to house style.

Content Management

- Plan, produce, optimize, and publish user-centered digital and print content.
- Write content for web pages, articles/blog posts, marketing materials, UI/UX text, customer communications, and employee communications/corporate intranet/extranet.
- Develop and execute content strategy, mapping content needs with editorial calendar; conduct content audits and use analytics to measure results and adjust strategy as needed.
- Establish publishing workflows and collaborate with cross-functional teams to ensure content maintains strategic focus and consistency in voice, brand, and user experience (UX).
- Work with content management systems (CMSs) and comfortable with HTML/CSS.

Skills

Technical:

- Microsoft Word Track Changes
- Adobe Acrobat Pro DC
- WordPress, SharePoint, Squarespace
- SEO, Google Analytics, MailChimp
- HTML5 and CSS3—basic

Specialized:

- Writing/editing for the web + UI/UX text
- SaaS, customer communications, intranet/extranet
- Education/edtech, financial services, corporate benefits, nonprofits/environment
- Marketing and marcom background

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| Employment History | Editor/Content Manager | Freelance, Oakland, CA | January 2013 to present |
| | Senior Marketing Writer | Teachscape, San Francisco, CA | Oct. 2010 to Oct. 2014 |
| | Marketing/Client Relations | Husic Capital Management San Francisco, CA | May 2008 to July 2010 |
| | Institutional RFP Specialist | Wells Fargo Funds Management San Francisco, CA | July 2006 to May 2008 |

Education B.A., Finance, Michigan State University, East Lansing, MI.
Professional Certificate in Editing, University of California, Berkeley Extension, Berkeley, CA.

Select Projects [SchoolMint](#): Content writer | [The Big Fix: Hope After Heroin](#) (Seal Press): Copy editor
[International Ocean Film Festival](#): Website manager | [Content Magazine](#): Copy editor