

# Kim J. Purcell

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**Profile:** Accomplished editorial manager, content strategist, and multimedia specialist. Qualifying strengths include project management, creative development, and detailed editing with successful execution of product and content. Supports company's vision and builds positive relationships with clients. Dedicated professional looking to leverage career in the publishing and digital media industry.

## Professional Experience

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### **Editorial Manager (CIENCE Technologies, San Diego, CA)** 2020 – Present

- Orchestrate compelling multichannel publications and thought-leadership content for global B2B sales data solutions company.
- Maintain exemplary editorial calendar based on brand, keyword research, and SEO strategies to effectively scale content production efforts across all touch points.
- Key responsibilities include managing the content team and providing editorial expertise to cross-functional teams company-wide.
- Top priorities involve establishing frameworks to move content to highest standards in clarity, effectiveness, and style.
- Key achievements include increasing blog page views by 1000% in one year, building the writing talent, and moving case studies to a top web page to support sales team efforts.

### **Digital Content Writer / Editor (Neil Patel Digital, San Diego, CA)** 2019 – 2020

- Content strategist involved in all stages of content creation and editing for industry-leading clients across multimedia channels and websites.
- Instrumental in conducting research on current market trends and competitors to develop and execute core pages, landing pages, and priority projects for clients.
- Editorial expertise in revising and proofreading content before publication and creating content briefs for teams to improve performance and execution of copy.

### **Digital Content and QA Manager (Fusion Media, La Jolla, CA)** 2016 – 2017

- Team lead to conceptualize web content strategies and manage content development.
- Managed production workflow and QA processes to meet project deadlines and business objectives for industry-leading IT client.
- Collaborated with project managers and cross-functional teams to successfully deliver digital and SEO content for multiple high-traffic websites.
- Managed editorial content and style guidelines to ensure integrity and accuracy of digital content with expertise in trademarking and brand messaging.

### **Technical Editor / Writer (ServiceNow, San Diego, CA)** 2014 – 2016

- Produced and managed hundreds of highly technical online publications for development, engineering and support teams at global enterprise IT cloud company.
- Involved in all stages of content development, from article conception to publication. Managed multiple team projects and worked closely with subject-matter experts to ensure accuracy and completeness of SEO content for publication.
- Created high-visibility blog offering helpful technical solutions for customers and partners that dramatically contributed to the decrease of IT issues.

**Production / Media Editor (Bridgepoint Education, San Diego, CA) 2011 – 2013**

- Effectively managed production of digital and print textbooks for six editorial teams at Ashford University. Worked closely with directors and executives on priority initiatives to optimize content delivery.
- Conceptualized media strategies through competitive benchmarking, research, market analysis and exploration of technology trends. Maintained excellent media relations and explored new partnerships with vendors to guarantee exceptional quality of products.

**Production / Copy Editor (SanDiego.com, San Diego, CA) 2009 – 2010**

- Managing production editor and project coordinator. Involved in every aspect of the editorial process, from content development to publication. Offered strategies for greater efficiency, implementation, and redesign of site. Assisted in marketing initiatives and media events.
- Developed production schedules that improved overall productivity of team and quality of content. Reported directly to CEO as well as led weekly production meetings and coordinated top-priority projects. Columnist and copy editor for all SanDiego.com content.

**Copy Editor / Writer (Sony Online Entertainment, San Diego, CA) 2008 – 2009**

- Editor and content strategist for brand marketing, public relations and sales teams to edit, create, and write interactive marketing materials while maintaining various brand styles and corporate vision.
- Offered special guidance on priority projects including high-profile corporate initiatives, newsletters, press releases, web content and other published materials.

**Managing Editor / Associate Editor (Reed Elsevier, San Diego, CA) 2007 – 2008**

- Editor-in-charge of monthly departments and features for *Journal of Emergency Medical Services (JEMS)*. Performed comprehensive content and detailed line editing, including formatting and processing content for art director and production coordinator.
- Managing editor for *EMS Chief Advisor* and logistics coordinator for *JEMS* at EMS Today Conference and Expo.

**Associate Managing Editor (Billian Publishing, Atlanta, GA) 2006 – 2007**

- Developed, edited and wrote feature stories for *Boating World* and *MarineMax Lifestyles* magazines. Led editorial team to create content on tight monthly publication deadlines.
- Created and implemented effective deadline-oriented schedules for print and web content development. Managed freelance writers and contracts for assigned stories and deadlines.

**Other Related Experience**

- ReaderLink – Product Manager (Contract: 2018 – 2019)
- Einstein Industries – SEO Copywriter (Contract: 2010)
- Georgia Center for the Book - Executive Marketing Assistant (2004 – 2006)

**Education:**

University of Chicago – Graham School: Editing (Developmental, Manuscript, and Copyediting)  
University of Georgia – BA: Arts and Sciences, Spanish (Other Studies: History, Journalism, and Fine Arts)

**Skills:** HTML, CSS, CMS, Adobe Professional Suite, Adobe Creative Suite, Microsoft Office Suite, G Suite, Chicago Manual of Style, AP Style, Trello, HubSpot, WordPress, JIRA, Ahrefs, Moz, Google Analytics, SharePoint, Photoshop, Dreamweaver, Facebook, Twitter, Instagram, YouTube