

James E. Rana

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Hands-On Editorial Specialist, Content Creator, and Project Manager recognized for delivering engaging copy and conveying intricate information within a diverse range of industries. Highly skilled in content editing, writing, reporting, and managing projects for traditional and new media. Possesses strong relationship-building and internal communications abilities. Committed to improving processes for greater efficiency, streamlining workflow, and fostering collaboration across departments.

COMPUTER SKILLS AND PROFICIENCIES

Mac OS | Microsoft 365 | Word | Adobe Acrobat | Creative Cloud | Drupal CMS | InCopy | Salesforce Pardot | Slack | Basecamp | Airtable | LeanKit | PicMonkey | WordPress | PowerPoint | SharePoint | Dreamweaver

PROFESSIONAL EXPERIENCE

INFORMATION BUILDERS

October 2007 – December 2019

Editorial Project Manager

- **Increased company awareness** by editing, writing, managing, and producing digital, print, and email B2B materials and publications, including the corporate magazine, newsletter, customer articles, emails, blogs, press releases, fact sheets, white papers, display and social ads, brochures, flyers, ebooks, website content, and landing pages
- **Streamlined production process and improved turnaround time** by 33%, serving as main point of contact for all creative needs and facilitating communication between stakeholders and creative/design services team
- **Enhanced the editorial integrity and consistency of all published assets** by creating and maintaining corporate style guide, capturing the company's tone and voice to make an impact on existing and potential clients
- **Managed projects from first-pass editing to final proof of layouts**, maintaining version control, collaborating with internal clients on asset requests, deliverables, and delivery dates; gathering requirements and resources; and developing a clear and actionable project plan
- **Developed and maintained editorial calendar and production schedule** for corporate magazine and followed up on any outstanding assets from internal stakeholders
- **Collaborated with internal and external subject matter experts** on a variety of topics and translated that information into captivating and concrete storytelling to support brand
- **Edited, proofed, and posted website/digital content**, e.g., press releases, blogs, webinars, and landing pages using Drupal CMS and HTML code editing
- **Enhanced corporate website** by drafting and proofing high-quality, SEO-rich web content to increase Google ranking and responses
- **Proactively identified and flagged potential problems** related to timing on project deliverables and worked with key stakeholders to resolve issues
- **Managed review/approval process** before publishing content through appropriate channels
- **Known for quality of mentoring incoming junior copywriters/editors**

AMERICAN HOME MORTGAGE

November 2005 – August 2007

Senior Marketing Editor/Writer

- Managed, wrote, and edited both internal and customer-facing materials supporting sales initiatives and employee engagement, national marketing campaigns, and new product launches
- Wrote, edited, and managed the production of digital and print media and customer communications, including internal emails, employee newsletters, brochures, promotional items, product information sheets, flyers, web content, and press releases
- Wrote, edited, and updated intranet website articles
- Wrote copy for internal marketing portal, which provided sales with direct access to all print and digital communications and promotional giveaways
- Developed, researched, and identified story leads for print and online publications
- Managed and tracked approvals and revisions
- Interviewed internal and external contacts for information during writing process
- Managed the copy flow of projects with designers, freelancers, printers, and vendors
- Proofed layouts of all newsletter publications during production phase
- Teamed with graphic designers on creative direction of all projects

ARROW ELECTRONICS

September 1999 – November 2005

Senior Publications Editor/Writer

- Supervised, managed, and successfully motivated writing staff
- Coordinated and managed two company newsletters and corporate magazine
- Wrote, edited, and proofed industry-related news articles
- Wrote and edited ads, flyers, video scripts, press releases, and other collateral
- Interviewed contacts and gathered artwork
- Compiled, researched, and identified story leads relevant to specific publication
- Maintained regional and global contacts for newsletter story ideas
- Proofed and corrected intranet site postings
- Coordinated flow of projects with designer, printer, and mailing services
- Managed production phase of all publications and edited layouts
- Reduced outsourcing costs by incorporating publishing concepts into process
- Developed and maintained publication standards and style guide

EDUCATION

Master's Degree in Publishing, Pace University

Bachelor's Degree in Communication Arts, St. John's University