

Jon Palmer

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Experience

CONTENT WRITER | MAGELLAN JETS | FEB 2021—JAN 2024

- As sole Content Writer, was individually responsible for content creation/optimization for an award-winning private aviation provider
- Wrote whitepapers, blogs, landing pages, email copy, and social posts about our products and the private travel industry
- Worked closely under Marketing Director and with a small team of specialists to create, run, and track marketing campaigns
- Researched keywords and topic clusters to better understand audience behavior, intent, and search habits, using the findings to ideate and execute on new content and campaigns
- Routinely refreshed existing content and pages for better SEO

DIGITAL PRODUCER | WBZ NEWSRADIO 1030 | NOV 2017—OCT 2020

- Managed 3-4 digital writers; responsibilities included resource allocation, story assignment, and copy editing
- Published digital news stories to wbz1030.com, collaborating with radio writers, reporters, and anchors
- Researched, wrote, posted, and optimized an average of ten digital news stories a day
- Consistently grew monthly web traffic to wbz1030.com by 110-150% month-over-month since its launch in 2017
- Established style and tone of the station's digital representation, including creating style and shift guides for writers

DIGITAL WRITER/EDITOR | CBS BOSTON | NOV 2015—NOV 2017

- Wrote, edited, published, and optimized digital versions of hundreds of WBZ-TV and WBZ NewsRadio stories to cbsboston.com
- Cut video and sound, edited photos, and utilized other multimedia assets to expand stories online
- Managed story assignment for two other writers in addition to researching, writing, and publishing original content
- Curated the cbsboston.com homepage, including updates as frequent as hourly, to ensure up-to-date content

CONTENT PRODUCER/NEWS WRITER/EDITOR | BOSTON.COM | JAN 2012—SEPT 2015

- Researched, reported, wrote, and optimized original and aggregated news content for Boston.com
- Edited content from staff and contributors in a wide range of mediums, including articles, blog posts, and photo galleries
- Performed A/B testing on headlines and managed results-based editing to maximize click-through traffic
- Ran a team of four writers; responsibilities included taking pitches, editing, and publishing content to Boston.com

Education

B.A. IN JOURNALISM (MINOR IN HISTORY) | MAY 2013 | NORTHEASTERN UNIVERSITY, BOSTON, MASS.

- Graduated *cum laude*, Dean's Scholarship
- Entertainment Editor, *The Huntington News*, June 2011 - June 2012

Skills

- Content marketing/planning/writing, SEO, research, copy editing, proofreading, fact-checking, coaching writers
- Worked in SEMrush for all SEO research/analysis; Jira and ClickUp project management systems; Wordpress CMS

(Clips and references furnished upon request)