

# LEILONI C. DE GRUY

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EDITOR/WRITER/WEB CONTENT MANAGER

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- A five-year record of commended performance as a staff reporter, assistant web manager, and copy editor for print and online publications with circulations of up to 275,000 per month.
- A four-year record as a health editor, writer, and web content manager for an internet company with award-winning websites that reach more than one million viewers and subscribers each month.
- Completed a six-month health journalism fellowship with USC and The California Endowment while working full-time as a reporter, copy editor and assistant web content manager.
- Self-motivated web content manager who is versed in content strategy and website best practices.
- Deftly handle multiple projects independently and problem solve while working well with a variety of personalities.

## Professional Experience

*Facet Interactive* — Manhattan Beach, CA

**Tech/Creative Copywriter**

- Brainstorm and devise thoughtful blog posts that help small businesses use data insights and technologies as tools to optimize their digital strategy campaigns.
- Conduct competitor research and market research to produce content marketing materials that are industry-specific and have a competitive advantage.
- Participate in internal discussions to stay abreast of brand positioning and tone, then use those insights to continuously create on-brand messaging.
- Generate a content marketing strategy for every blog post, landing page and eBook that paints a picture of the buyer persona, organza and buying phase, then strategize around how to present the company's UVP based on who they are and where they are in their journey.
- Work across departments to ensure seamless production and coordination of marketing materials.
- Perform intensive image searches to find visuals that match the story and tone of each blog post and eBook produced.
- Perform SEO research and competitive analysis to ensure blog posts and other written materials have the best chances of ranking.
- Study social media hashtags and trends to understand how to position messaging for each blog post publicized on social media networks.
- Utilize social media (e.g., Facebook and LinkedIn) to push content, expand our audience, and increase business opportunities.
- Assist in the build and upkeep of a copywriting standard operating procedures manual.
- Ensure AP or Chicago Manual guidelines and style standards are met.
- Create intelligent digital eBooks that promote thought leadership and increase paths to conversion.
- Assist with content ideation and management of our content strategy map in Stories on Board.
- Use internal interviews and industry research to write compelling case studies that highlight the true value delivered to Facet clients.
- Effectively manage projects from start to finish in Jira.

*iMatrix* — San Diego, CA

**Freelance Copywriter**

2015 to 2017

- Wrote 4-5 articles per week for a marketing solutions company whose content is designed for chiropractic, dermatology, optometry, veterinary, and acupuncture businesses.

*Internet Brands* — El Segundo, CA

**Editor/Web Content Mgr.**

2012 to 2017

- Editor, writer and web content manager for seven websites, including [veindirectory.org](http://veindirectory.org), [justmommies.com](http://justmommies.com), [dermanetwork.org](http://dermanetwork.org), [urologists.org](http://urologists.org), [justbreastimplants.com](http://justbreastimplants.com), [vasectomy.com](http://vasectomy.com), and [fertilityproregistry.com](http://fertilityproregistry.com).
- Created editorial calendars for seven of our networks, then coordinated/managed assignments.
- Procured, led, and managed a team of writers.
- Used basic HTML coding and department-crafted templates to produce weekly and monthly newsletters, then used ExactTarget to generate performance reports.
- Used Google Analytics to understand how content and features performed, to understand the needs of our audience and to drive traffic to our websites.
- Used Google AdWords and knowledge of SEO best practices to rank on search engines.
- Oversaw website migrations from beginning to end.
- Utilized social media (e.g., Facebook and Twitter) to push content, gain a larger audience, and connect with industry professionals. Also used business features to track how each post performed.
- Edited and managed content via a CMS.
- Managed Q&A forums.
- Ensured content followed AP guidelines and met style standards.
- Pursued doctors, explained our department's mission and goals, and then worked with them to create content that was essential to our readers.
- Worked across departments to communicate content needs and to guarantee that resources were gathered in time to meet deadlines.
- Wrote medical blurbs that highlighted the services our affiliated doctors provided.
- Worked with tech to develop features that improved content and made the sites user-friendly.
- Copy-edited *Vein Magazine* every two months.
- Other duties included: photo editing, cross-linking articles, headline writing, maintaining relationships with company departments, researching, fact-checking, and carrying out special projects.

*Los Angeles Wave* — Los Angeles, CA

**Reporter/Web Content Mgr.**

2008 to 2012

- Covered a range of topics (e.g., news, business, education, health, lifestyle, politics, government, entertainment, and more) as a full-time staff reporter for a community-based weekly and daily.
- Managed web content via a variety of content management systems, including Clickability, Limelight, NewsEditPro, and WordPress.
- Copy-edited the publication's seven editions every week.
- Composed four to five articles per week and contributed an entertainment piece to its sister publication, *Los Angeles Independent*.
- Pitched compelling story ideas weekly and brainstormed with management on special projects.
- Collaborated with sales and marketing team to create content that boosted the publication's presence.

- Used social media (e.g., Facebook and Twitter) to promote articles on the publication's websites and increase readership.
- Wrote captions and headlines.
- Juggled multiple coverage areas simultaneously and constantly engaged with persons of different social, economic, and ethnic backgrounds.
- Other duties included: capturing and editing video footage, researching, fact-checking, building and maintaining relationships with the community and public officials, coordinating assignments, aggregating information through public records and databases, and photo editing.

## **Portfolio and Social Networking**

<https://leilonidegruy.journoportfolio.com/>

<https://www.linkedin.com/in/leilonid>

## **Honorable Mentions**

USC Annenberg's Reporting on Health: The California Endowment Health Journalism Fellowships (2011-2012)

Frank L. Stanley, Sr. Best Feature Story Award from the National Newspaper Publishers Association Foundation (2011)

## **Education**

*California State University, Long Beach* — Long Beach, CA

**Bachelor of Arts degree in Journalism (2006)**