
ELIZABETH LASHLEY ROTHWELL, M.A.

Creative & Technical Content Writing | Social Media Content | Editing

***Innovative, go-to expert in content writing and editing with 20+ years of experience
developing high-impact, targeted collateral that drives company goals and marketing efforts.***

Unique ability to leverage nonlinear thinking with advanced technical ability to develop high-quality creative and technical writing. Proficient in producing content for social media, web, and education. Diverse textbook and education portfolio includes social studies, reading, math, and science. Talent for writing well-researched, expert-quality content to promote and further the concepts of any niche. Skilled in fostering collaboration among editors, graphic designers, and photo researchers to produce high-performing content. Strongly involved in company culture and building strong communication and relationships with team members. Tapped to provide creative content ideas, repurpose articles, and ensure brand consistency.

HIGHLIGHTS

- Successfully developed numerous successful textbook programs
 - Earned graduate and undergraduate degrees in Technical Communication and Creative Writing
 - Simultaneously developed multiple titles while supervising the work of other editors/learning architects/academic designers
 - Works as a Social Media Lead for Moms Demand Action
 - Develops web content for a children's current event site
 - Volunteers actively and promotes community and volunteerism in the workplace
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SKILLS

Content Writing | Research | Creative Writing | Content Editing | Proofreading | Copy Editing | Team Leadership | Fact-Checking | Social Media Content Development for Multiple Platforms | Social and Emotional Learning | Digital & Print Content Development | Textbook Development | Education Materials Development | Equity, Inclusion, and Diversity | Windows/Mac OS | Microsoft Office Suite | Adobe Acrobat | InCopy | Inking Habitat | Wordpress | Canva | Bento

PROFESSIONAL EXPERIENCE

ACADEMIC DESIGNER | MCGRAW HILL EDUCATION | 2021–Present

Contributes content development, editing, and writing to middle school and elementary social studies academic design teams for student and teacher materials including digital and print materials. Reviews materials for state standards, equity and inclusion, style guidelines, and readability.

FREELANCE WRITER OCTOBER 2020–2021

Provided content development and writing, general content editing, proofreading, and fact-checking with a specialty in content for students in levels from elementary school through high school, social emotional learning, and diversity and inclusion.

SENIOR LEARNING ARCHITECT ('19–'20) | HOUGHTON MIFFLIN HARCOURT, HARCOURT SCHOOL PUBLISHERS | 1997–2020

LEARNING ARCHITECT ('13–'20); SENIOR EDITOR ('06–'13); EDITOR ('02–'06); ASSOCIATE EDITOR ('00–'02); ASSISTANT EDITOR ('98–'00); PROJECT EDITOR ('97–'98)
Oversaw and contributed to content development for a major educational and trade publisher of textbooks and educational materials for young and adult readers. Advanced to senior-level education developer positions, managing independent projects and teams, external project contributors, and external vendor-based initiatives.

- **Successfully completed a series of books** by establishing effective production schedules and managing up to 5 editors on short and long-term projects
 - **Developed print and digital educational materials, including student textbooks with companion teacher editions and interactive classroom activities** to facilitate the learning process for K–12 institutions
 - **Developed multiple grade levels of magazines in record time** for adoption at schools in states across the country
 - **Researched, selected, and developed literature excerpts** to meet state standards and teach social studies content
 - **Developed engaging, innovative materials to successfully convey controversial/sensitive content to students**
 - **Produced innovative, effective, and audience-appropriate visuals** by collaborating with graphic designers and photography researchers to create interesting, highly effectual content for diverse topics of materials
 - **Successfully met deadlines on time while completing editing for 200- to 300-page books, achieving project goals ranging from 6-month to 2-year timelines**
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EDUCATION

MASTER OF ARTS IN ENGLISH, EMPHASIS IN TECHNICAL COMMUNICATION

University of Central Florida

BACHELOR OF ARTS IN ENGLISH, EMPHASIS IN CREATIVE WRITING

Florida State University

AFFILIATIONS

Moms Demand Action | Social Media Lead
Content Equity, Inclusion, and Diversity Group | Former Member
Women in Technology Group | Former Member
Social Emotional Learning Group | Former Member

Volunteer | for organizations including National Parent Teacher Association, Feeding Children Everywhere, Harbor House, Second Harvest Food Bank, The Yaya's Dream Foundation, Dress for Success, A Gift for Teaching, Junior Achievement
Community Investment Council | Former Member
facilitated Little Free Library donations, Co-Led Curiosity Series
