

# Melissa L Kauffman

## Sr. Digital & Print Editor, Writer and Content Strategist

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## Professional Skills

- **Multi-Platform Content Creation:** Non-SEO and SEO-driven content for B2B/B2C audiences across digital, social and print media.
- **Editorial Excellence:** Advanced copyediting and proofreading using AP and inhouse style guides for fact checking, brand voice consistency and attention to detail.
- **Versatile Writing Portfolio:** Product reviews, business profiles, How-To and travel articles, newsletters and strategic content marketing.
- **Technical Suite:** Advanced proficiency in Adobe Creative Suite, MS Office, Word Press, Slack, Google Docs, etc.
- **Content Management:** End-to-end management of content calendars, photography and video production for multi-channel engagement.
- **Strategic Planning:** Strategy creation, budget management and project lifecycles from ideation to delivery.
- **Cross-Functional Collaboration:** Sales support and customer service, thriving in high-energy, collaborative brainstorming environments.
- **Public Relations & Events:** Public speaking and representing brands at company and industry events and tradeshow.

## Experience

### Freelance Writer and Editor

June 2023 – Present

- **Strategize and produced high-impact B2B and B2C content** across web and print platforms for major industry brands, including **Chewy, PetMD, and PETS+**.
- **Manage copyediting, fact-checking, and final proofing** to guarantee 100% accuracy and strict adherence to brand style guides.
- **Author diverse long-form and short-form content**, including in-depth health and lifestyle features, executive business profiles, and detailed product reviews.
- **Manage project lifecycles** for multiple clients, consistently delivering high-quality, publish-ready assets under rigorous daily, weekly and monthly deadlines.

### Executive Editor/Editorial Director

April 2017 — August 2023

*Catster* and *Dogster* print and online brands (125k print and 1mil+ online)

Belvoir Media Group, Norwalk, CT

- **Managed** and **edited** 50+ articles monthly, overseeing a team of 30+ freelance writers to ensure high-quality output and adherence to deadlines.
- **Defined editorial strategy**, including establishing brand voice, style guidelines, and a comprehensive editorial calendar.

- **Optimized digital content** for search engines (SEO) through strategic keyword research, internal/external linking, and compelling metadata.
- **Collaborated** on cross-functional sales and communication projects, including the creation of sponsored content, product reviews, and corporate profiles.
- **Analyzed content performance** by tracking weekly metrics and providing data-driven updates to senior management and editorial teams.

### SENIOR GROUP EDITOR – LUMINA MEDIA

Catster, Dogster, Lucky Puppy, Dogs In Review

October 2014 – March 2017

- **Directed the end-to-end launch** and daily production of *Catster*, *Dogster*, and *Lucky Puppy* magazines, managing all phases from initial formation to publication.
- **Supervised a multi-functional editorial team**, contributor networks, and departmental budgets to maximize operational efficiency and content quality.
- **Established editorial vision** and brand identity by developing comprehensive style guides, voice/tone standards, and strategic editorial calendars.
- **Cultivated cross-departmental partnerships** with web editorial, marketing, and sales teams to align content goals with broader business initiatives.
- **Oversaw additional editorial operations** for *Dogs In Review*, supervising team to ensure consistent excellence across specialized niche publications

### Sr. Director Content and Digital Media – I-5 PUBLISHING

*Cat Fancy*, *Dog Fancy*, *Bird Talk*, *Reptiles*, *Veterinary Practice News*, *Pet Product News*, *Auto Restorer*, *Motorcycle Consumer News*, *Hobby Farms*, *Horse Illustrated*, etc.

February 2013 – October 2014

- **Spearheaded content strategy** for a portfolio of 15 B2B and B2C websites and newsletters, driving significant improvements in **user experience (UX)** and **audience engagement**.
- **Managed web editorial teams** and multi-channel budgets, ensuring all projects remained cost-effective and met high-quality standards.
- **Defined brand identity** by establishing comprehensive editorial calendars and standards for style, tone and voice across diverse digital platforms.
- **Exercised decisive editorial judgment** in a high-pressure environment, consistently delivering complex projects under strict deadlines.
- **Collaborated cross-functionally** to align content posting with broader business goals and audience needs.

### DIGITAL AND PRINT EDITORIAL DIRECTOR – BOWTIE INC.

Oct 2003 – Feb 2013

- **Directed digital content strategy** and implemented **SEO best practices** for a diverse portfolio of 18 brands spanning the pet and hobby industries.
- **Standardized editorial excellence** and production workflows for high-authority niche publications.
- **Managed multi-platform publishing** initiatives, bridging the gap between digital-first content and traditional print media to maximize brand reach.

### Degree

Journalism & Media Studies, Lock Haven University, PA; Internship: WGAL-TV, Lancaster, PA