

Melissa Kauffman

SR. DIGITAL & PRINT EDITOR | WRITER |
CONTENT STRATEGIST

EXPERIENCE

FREELANCE EDITOR & WRITER

June 2023 – Present

Consumer and B2B digital and print product write ups, stories, profiles, slide shows and features. SEO article assignments and editing. Support editorial teams by collaborating with editors and writers, coordinating editorial content assignments, proofreading, fact checking, ensuring formatting, accuracy and meeting a schedule. Creating check lists and style sheets. Clients include chewy.com, Pets+ and Roughing It Smoothly travel magazine.

GROUP EDITORIAL DIRECTOR – BELVOIR MEDIA EXECUTIVE EDITOR – CATSTER AND DOGSTER

April 2017 – August 2023

Managed *Catster* and *Dogster* website and magazine content creation for consumer and industry audience. Included editing, writing, content planning – both curated and SEO directed, freelance assignments, creating contracts, photos and videos, plus posting on social media while adhering to daily, weekly and monthly deadlines. Edited upwards 50 articles per month, working with 30-plus freelance writers. Set editorial direction, including editorial calendar, style, tone and voice. Initiated, organized and optimized content for online: keywords, internal and external linking, captions and sidebar creation. Organized and scheduled communication and sales projects, created and helped with sponsored content, wrote product reviews, product write-ups and company profiles. Created weekly updates and content metrics for content team and management.

SENIOR GROUP EDITOR – LUMINA MEDIA

October 2014 – March 2017

Oversaw formation, launch and day-to-day creation of *Catster*, *Dogster* and rescue pet *Lucky Puppy* magazines. Supervised editorial team, contributor network and budget. Set editorial direction, including editorial calendar, style, tone and voice. Worked closely with website editorial, marketing and sales teams. Also oversaw *Dogs In Review* editorial team.

SR. DIRECTOR CONTENT AND DIGITAL MEDIA – I-5 PUBLISHING

February 2013 – October 2014

Executed strategic content direction for 15 websites and their newsletters, both consumer and business-to-business, for best user experience and audience engagement. Supervised web editorial teams and budget. Set content posting direction, including calendar, style, tone and voice. Made editorial decisions under strict deadlines.

DIGITAL AND PRINT EDITORIAL DIRECTOR – BOWTIE INC.

Oct 2003 – Feb 2013

Directed digital content creation, SEO best practices for 18 brands, from pet to hobby. Directed content creation and best practices for consumer and trade print magazines, including *Auto Restorer*, *Motorcycle Consumer News*, *Bird Talk*, *Reptiles*, *Veterinary Practice News* and *Pet Product News*.

CONTACT

elmeikauffman@gmail.com

949-212-3840

Portfolio: melissakauffman.com

ABOUT ME

Self-driven, creative and energetic print and web content strategist, editing and writing professional. Seasoned supervisor, project manager.

SKILLS

Adaptability: New programs and business direction/projects
Writing, copyediting for print & SEO
Project management
Strategic
Communicative
Collaborative
Public speaking - travel
Attention to detail
Time management
Creativity
Teamwork
Budget creation and management

CERTIFICATES

Digital Marketing Certification Training (2023 / Simpliv)
Chat GBT for Marketers, Content Creators & Social Media Managers (September 2023 / Simpliv)
Digital Publishing & Marketing Intensive (July 2013 / Mequoda)

PROGRAMS

Microsoft 365: Word, Outlook, Excel, PowerPoint
Monday Content Management System
Word Press, Google Docs
Adobe Photoshop, Acrobat Sign
Adobe InDesign

EDUCATION

Lock Haven University
Bachelor of Arts, Journalism/
Media Studies
Rebecca Gross Award for
Outstanding Journalist
(Undergraduate and Alumni)