

Melissa Kauffman

EDITOR. WRITER. CONTENT STRATEGIST

EXPERIENCE

GROUP EDITORIAL DIRECTOR – BELVOIR MEDIA

April 2022 – August 2023

EXECUTIVE EDITOR – CATSTER AND DOGSTER

April 2017 – April 2022

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. 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 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 *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 team. 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

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ABOUT ME

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

SKILLS

Adaptability: New programs and business direction/projects

Writing, copyediting for both print and SEO

Project management

Strategic

Communication

Collaborative

Public speaking - travel

Attention to detail

Time management

Creativity

Teamwork

Budget creation and management

PROGRAMS

Microsoft 365: Word, Outlook, Excel, PowerPoint

Monday Content Management System

Adobe Photoshop

Adobe Acrobat Sign

Adobe InDesign

EDUCATION

Lock Haven University

Bachelor of Arts, Journalism/

Media Studies

Rebecca Gross Award for

Outstanding Journalist

(Undergraduate and Alumni)