

Kelly Ozog

kellyozog@gmail.com | 561-201-5227 | San Diego, CA 92109 | [Portfolio](#) | [Linkedin](#)



EDITORIAL LEADER | FAITH-CENTERED STORYTELLER | CONTENT STRATEGIST

Specializing in Health, Wellness, Spiritual Growth, and Educational Storytelling

Mission-driven Editorial Leader with 10+ years of experience crafting high-impact content for national publications (WebMD, NewBeauty). I view my editorial expertise as a calling to help others love deeply in Christ and grow in their faith. A versatile strategic expert in driving audience growth through SEO-driven storytelling and community-centered content. Proven track record in managing editorial teams and interviewing experts to bridge the gap between complex topics and the human heart. Dedicated to using my talents to foster peace and spiritual formation.

KEY ACHIEVEMENTS

- **Revenue Growth:** Increased Onoxa's sales by 20% by conceptualizing and launching curated product bundles and promotional content.
- **Audience Engagement:** Boosted click-through rates (CTR) by 30% for health-topic landing pages through data-backed SEO optimization.
- **Project Leadership:** Managed end-to-end content lifecycles for major publications including WebMD and NewBeauty, consistently meeting 100% of rigorous editorial deadlines.
- **Multi-Channel Strategy:** Spearheaded the transition of affiliate marketing and newsletter strategy for Gluten Free & More, increasing digital touchpoints with the target audience.

TECHNICAL SKILLS

- **Editorial:** Copywriting, Developmental Editing, Fact-checking, AP Style, Brand Voice Development, Affiliate Marketing Strategy, Ghostwriting.
- **Digital/SEO:** Google Analytics, SEO Keyword Research (SEMrush/Ahrefs), CMS (WordPress, Shopify), Newsletter Platforms (Klaviyo, Mailchimp).
- **Management:** Project Management (Asana, Trello), Google Workspace, Influencer Relations, Budgeting, Cross-functional Collaboration.

PROFESSIONAL EXPERIENCE

Freelance Writer & Editorial Consultant | Remote | July 2024 – Present

- **Content Creation:** Produce high-authority, well-researched health and wellness articles for WebMD, focusing on medical accuracy and reader accessibility.
- **Editorial Partnership:** Collaborate with JK Publishing editors to refine long-form content, ensuring strict adherence to style guides and editorial standards.
- **Entrepreneurship:** Scale a personal wellness brand and blog, managing all digital marketing, product photography, and SEO strategy to drive organic traffic.

Gluten Free & More Magazine | Remote Writer & Editor | April 2024 – April 2026

- **Newsletter Management:** Orchestrate weekly email campaigns and newsletters, utilizing audience segmentation to drive engagement and subscription renewals.

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- **Expert Interviewing:** Conduct deep-dive interviews with medical professionals, doctors, and brand founders to create research-backed editorial features and brand narratives.
- **Affiliate Strategy:** Research and write high-performing affiliate blog posts and editorial features, interviewing founders to create authentic brand narratives.
- **SEO Content:** Develop and execute an SEO-driven content calendar that increased brand visibility across search engines.

Oyster Shucker Craft & Draft | Bar Manager & Food Editor | July 2019 – Jan 2023

- **Content Marketing:** Managed the brand's social media presence and menu copywriting, leveraging lifestyle photography to increase daily sales and customer foot traffic.
- **Operations:** Led team operations and customer experience strategy in a high-volume, fast-paced environment.

Onoxa (Private Label Skincare) | Content Manager | Dec 2017 – May 2019

- **Team Leadership:** Managed a team of staff writers and junior editors, overseeing the production of blogs, YouTube scripts, and marketing collateral.
- **Strategy:** Utilized Google Analytics to identify content gaps and pivot strategy, resulting in a more streamlined and profitable customer journey.
- **Omnichannel Content:** Developed all website copy, social media assets, and B2B marketing materials for a national skincare brand.

Renaissance Charter School | Teacher | Aug 2016 – May 2017

- **Instructional Design:** Translated complex curriculum standards into engaging, age-appropriate lesson plans for 3rd-grade students.
- **Communication:** Managed classroom dynamics and parent communications with clarity and compassion.

SANDOW/NewBeauty Magazine | Editor, Writer & Photographer | Aug 2012 – Dec 2014

- **Editorial & Commerce Content:** Wrote and fact-checked feature stories and product descriptions for print and digital editions of a leading luxury beauty publication.
- **Visual Direction:** Organized and directed product photo shoots, managing everything from styling and lighting to post-production editing.
- **Quality Control:** Evaluated final copy for brand alignment, voice, and legal compliance.
- **Team Management:** Supervised a team of writers and contributors, ensuring all content met rigorous editorial and brand standards.
- **Budget Optimization:** Saved the company \$10,000 annually by strategically restructuring image sourcing and editorial asset management.

EDUCATION

- **University of Michigan, Ann Arbor, MI** | Bachelor of Arts in English, Journalism and Marketing
- **Traditions School of Herbal Studies** | Two-year program in Herbalism
- **University of Freiburg, Germany** | Study Abroad: Film, Marketing, and Journalism