

Lisa Mildon

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Professional Summary

Accomplished editor, writer, and content leader with over eight years of experience producing high-quality digital content, feature stories, newsletters, and multimedia assets for leading tech and media organizations. Proven expertise in research-driven storytelling, executive communications, team collaboration, and brand-aligned messaging. Skilled in WordPress, SEO, Adobe Creative Suite, Asana, and analytics.

Key Qualifications

- **Writing & Editorial Excellence:** Crafted and edited feature articles, newsletters, blogs, executive briefs, and urgent communications for sites like Lifewire, XDA Developers, and Static Media, ensuring accuracy, SEO optimization, and adherence to style guides.
- **Multimedia & Visual Content:** Developed graphics, annotated images, video scripts, and social media campaigns using Canva, Adobe Creative Suite, and WordPress; supported pre/post-production workflows.
- **Strategic Collaboration:** Managed 40+ writers/editors, coordinated Trello/Asana boards, conducted interviews/research, and partnered with leadership for key messaging and content audits.
- **Technical Proficiency:** Advanced in Asana, Airtable, Google Analytics, SemRush/Ahrefs, HTML/CSS, ChatGPT, Claude, Perplexity, Gemini NotebookLM, and CMS platforms; experienced with marketing analytics to drive engagement.

Professional Experience

Web Developer & Editor / CEO & Editor

Creatively Caffeinated / Coffee House Writers, Remote, NC | 2018–Present

- Produce high-impact newsletters, blogs, social media campaigns, and ghostwritten content; build/maintain WordPress sites with SEO focus to enhance discoverability.
- Lead team of 20+ writers/editors: recruit, train on storytelling/SEO/grammar, manage editorial workflows via Trello, and ensure brand consistency.
- Create graphics/visual assets and troubleshoot multimedia for promotional materials, aligning with audience needs.

Freelance Tech Copy Editor

XDA Developers & MakeUseOf, Remote | 2024–Present

- Edit tech articles for accuracy, style, and deadlines; fact-check content and collaborate with editor-in-chief/editorial teams on mission-critical updates.
- Support publication schedule by enforcing guidelines and reviewing author work.
- Edit and publish 25+ 800-word count minimum articles per day.

Content Updates & News Editor / Technology Review Board Member / Freelance Editor & Writer

Lifewire (Dotdash Meredith), Remote, NY | 2018–2024

- Drafted/edited feature stories, news/commerce articles, and web content; updated pages for compliance and conducted research/interviews for compelling narratives.
- Analyzed articles for accuracy/clarity, created annotated images via Photoshop, and used analytics to inform content strategy.

Features Editor / Editorial Development Manager

Static Media, Remote, NY | 2022–2024

- Oversaw editorial planning, writer training, pitch approvals, and quality control for features/news; provided feedback for video script conversions.
- Managed onboarding, Trello boards, and cross-team brainstorming for campaigns.

Education

Master of Fine Arts (GPA: 3.915)

Southern New Hampshire University | Anticipated 2028

Bachelor of Arts in Creative Writing and English (GPA: 3.95, Summa Cum Laude)

Southern New Hampshire University | 2018

Professional Affiliations

- Southern New Hampshire University Liberal Arts Advisory Board (2021–2024)
- The National Society of Leadership and Success; Sigma Tau Delta (2016–Present)