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# JORDAN WHITE

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## PROFESSIONAL SUMMARY

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Content Operations, SEO, and Editorial Specialist with 9+ years of experience optimizing content performance, editing at scale, and leading cross-functional initiatives for brands across healthcare, tech, and publishing. Equally skilled in hands-on editing and proofreading as in streamlining workflows, managing vendors, and implementing AI-driven tools. Known for producing clear, engaging, SEO-focused content while building processes that ensure consistency, accuracy, and impact at enterprise scale.

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## SKILLS

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- Editorial Management & Copy Editing
- Content Strategy & Brand Voice Alignment
- SEO Audits & Optimization
- AI Tool Testing & Prompt Development
- Client Management & Vendor Partnerships
- Workflow Design & Project Management
- Storytelling, Copywriting & Proofreading

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## WORK HISTORY

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### **Content Operations & Editorial Specialist, 2024 - Current**

#### **Indeed (via Ledger Bennett)**

- Optimize 2,000+ articles in the Employee Resource Library, ensuring accuracy, clarity, and SEO alignment using SurferSEO and SEO Clarity.
- Edit and refine content for grammar, flow, and consistency with editorial guidelines while maintaining brand voice.
- Test and implement AI-driven tools to improve editing efficiency, refine SEO prompts, and develop scalable editorial solutions.
- Manage vendor partnerships (Kanopi, Argos/Chillistore), providing editorial direction and quality checks on all deliverables.
- Built streamlined request and review systems in Asana, reducing turnaround times and creating visibility for cross-functional teams.

### **Freelance Content Strategist & Editor, 2015 - Current**

## **Freelance / Various Clients**

- Provide SEO audits, keyword research, and optimization plans to help clients improve search visibility and content performance.
- Manage client relationships across healthcare, tech, and digital media, offering tailored editorial strategies to meet business goals.
- Write, edit, and proofread blogs, web copy, and marketing content to ensure brand voice, readability, and adherence to SEO best practices.
- Advise startups and agencies on editorial workflows, content marketing campaigns, and onboarding processes for scalable growth.
- Act as both strategist and editor, ensuring all deliverables are polished, optimized, and aligned with client objectives.

## **Senior Content Manager, 2021 - 2024**

### **Tebra**

- Directed large-scale healthcare content rollouts, overseeing editorial calendars, managing writers, and ensuring compliance and editorial quality.
- Edited all final drafts for clarity, grammar, readability, and adherence to SEO and brand standards.
- Developed scalable editorial processes to improve workflow efficiency and reduce bottlenecks.
- Awarded the Tebra Quarterly Impact Award (2022) for excellence in performance and quality.

## **Assistant Editor, 2020 - 2021**

### **HousingWire**

- Researched and interviewed industry leaders, writing and editing articles for both print and digital.
- Proofread and edited weekly articles, blogs, and press releases for accuracy, tone, and style.
- Supported podcast production (HousingWire Daily) and collaborated with teams to create social copy that boosted engagement.

## **Copy Editor, 2016 - 2019**

### **RockYou**

- Edited and produced web content for 10+ lifestyle websites, ensuring brand, style, and grammar standards were met.
- Managed and mentored 15+ freelance writers, providing developmental edits and feedback to improve clarity and storytelling.
- Increased reader engagement by reworking copy for sharper headlines, cleaner structure, and compelling messaging.

**Master of Arts:** Rhetoric, Writing & Digital Media Studies, 04/2017

**Northern Arizona University** - Flagstaff, AZ

**Bachelor of Arts:** English, 05/2015

**Northern Arizona University** - Flagstaff, AZ

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## CERTIFICATIONS

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- SEO Certification — HubSpot Academy
- Research & Write Using Generative AI Tools — LinkedIn Learning
- 200-Hour Yoga Teacher Training