
KATRINA M. RANDALL

LINKS

- <https://kmrandal.journoportfolio.com>
- <https://turnthepageediting.com>
- <https://www.kmrandallauthor.com>
- <https://www.linkedin.com/in/katrinarandallmendolera>

PROFESSIONAL SUMMARY

Versatile, diligent editor, writer, and content manager with 18-plus years of experience editing and crafting colorful content in the news, marketing, and publishing industries. Polished wordsmith with an eye for detail, a pen for pathos, and a knack for seeing to the heart of a topic. High level of proficiency in adapting to various proprietary content management and database systems. Effective at time management and multitasking in a deadline-driven environment. Self-motivated remote employee since 2010.

SKILLS

- Detail Oriented
- Content Editing
- Journalism
- Feature Writing
- Copy Editing
- Copywriting
- Proofreading
- Manuscript Editing
- Content Development
- Word Press
- Google Analytics
- Affiliate marketing content
- Command of the English Language
- Research
- Project Management
- Event Coverage
- Book Publishing
- AP Style/Chicago Style
- SEO
- Creative Writing
- Content Marketing
- Asana
- Adobe Creative Suite
- ClickUP

WORK HISTORY

THREE SHIPS – AGINGINPLACE.ORG
Editor, 3.22–Present

- Directly manage a team of both in-house and freelance writers and editors to develop informative and commercial content to serve an older adult audience.
- Oversee content readiness and ensure quality of SEO-driven content for publication.
- Helped lead collaborative creation of editorial and ethical guidelines, content processes, and brand style guide.
- Launched the AgingInPlace.org brand Amazon Online Associates Program (OSP) partnership and developed all processes and style guidelines.
- Continue to oversee development of all editorial content from creation to publication on Amazon Marketplace.
- Tested and launched the ClickUp platform successfully as a content management system for our brand.
- Successfully launched and expanded new brand categories across our website.
- Participate in ongoing recruitment of medical professionals to serve as medical reviewers.
- Tested medical devices for the purpose of proprietary insights to better serve our audience.
- Oversaw the process and creation of a score card system for product review grading.

BIZBASH

Senior Copy Editor, 7.18–3.22

Listings Editor, 8.17–3.22

Copy Editor, 12.14–7.18

- Reviewed grammar, spelling, punctuation, syntax, accuracy, and consistency of style; determined the error-free readiness of written pieces and made changes if needed; and scheduled polished final versions for daily publication to BizBash.com.
- Created and implemented our daily newsletter, which included determining story lineup, managing editorial calendar, applying final edits and proofs, and approving for distribution.
- Performed copy editing and proofing duties to ensure that BizBash quarterly print magazine content was polished, error-free, and consistent with AP and BizBash Style requirements and standards.
- Contributed well-received, targeted content marketing pieces for BizBash clients.
- Ensured both free and paid client listings were polished, accurate, and met both client and editorial standards for content marketing, industry profiles, and relevant articles.

TURN THE PAGE EDITING

Freelance Editor & Writer, 1.10–Present

- Maintain professional freelance standards of editing and writing through well-researched, edited, and concise content and services.
- Proven ability to increase actions and establish return on investment through keywords and targeted content.
- Established ability to write across topic, from tourism and the event industry to finance management and health and wellness, collegiate history, and more.
- Versatility working between genres when editing manuscripts for clarity, style, consistency, grammar, content, plot, and structural sense.

MONTEFINO MAGAZINE /CAPSAICIN EXTREME MARKETING

Associate Editor, 12.15–12.17

- Ensured ethical editorial standards were implemented, consulted on editorial direction, and targeted new areas of exploration prior to launching magazine.
- Managed and mentored a team of five reporters, coordinated stories, created content, and performed content editing and all final proofs on pages prepublication.
- Built community relationships and contributed lifestyle content as it pertained to the Appalachia region.
- Planned and instituted social media marketing plan for Montefino and parent company, Capsaicin Extreme Marketing.
- Crafted promotional content and provided copy editing services for parent company client projects.

BOOKTROPE PUBLISHING

Editor/Proofreader, 08.13–06.16

- Created clean, structurally sound manuscripts by working with authors on content, clarity, characterization, dialogue, grammar, syntax, plot, redundancy, and other general minor and major issues.
- Completed content edits and/or proofing on more than 30 published titles.

VOCUS (CISION)

Editor in Chief, 08.09–11.14

Senior Media Researcher, 7.07–8.09

- Led daily online publication inVocus covering media trends, industry analysis, and marketing and PR tips.
- Determined readiness of written pieces, made changes, and approved final versions for publication.
- Oversaw, trained, and developed writers and junior editors to hone their editorial and reporting abilities.
- Cultivated relationships with sources and other industry leaders while staying on top of trends and breaking reports.
- Originated the Vocus State of the Media Report, leading the compilation, research, and writing for five consecutive years; Cision's Global State of the Media Report is based on these foundations.
- Advanced our departmental team as expert media analysts through inVocus content, contributing articles, providing interviews and quotes for other publications and several industry-relevant books, and producing a podcast focused on industry trends.
- Utilized media industry expertise communicating with clients to solve related database issues and reports.
- Located and resolved issues and restructured database organizational errors.

MESSENGER POST NEWSPAPERS

Reporter, 11.05–12.06

- Investigated important community issues and put together well-received reports by conducting daily interviews, visiting townships and residents, attending meetings, and following up on tips and leads.
- Ensured coverage of multiple communities through diligent reporting and community relationships.
- Responded to emergencies and breaking news stories with strong sense of urgency.
- Wrote and submitted accurate, engaging, and fact-checked stories on tight deadlines.

EDUCATION

MA: Journalism

Syracuse University, S.I. Newhouse School of Public Communications

BA: English-Literature

Nazareth College of Rochester

Continuing Education:

Book Publisher Certificate Course, International Association of Professions Career College (In-progress)

ADDITIONAL PUBLISHED WORKS

- *The Event Professional's Guidebook to In-Person & Hybrid Meetings, Events, & Conferences*, Contributor, (September 2021)
- *Go Go Yoga for Kids: Yoga Games & Activities for Children*, Ghost Writer/Co-author, (March 2020)
- *125 Years: A Celebration of Keuka College*, Author, (October 2016)
- *The Reaper's Daughter*, Author, (May 2015)
- *Fractured Dream: The Dreamer Saga Book 1*, Author (June 2014)
- "The Un-balancing Act," *The Mommy Life/Essays for Hope*, Contributor, (December 2012)