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# KATRINA M. RANDALL

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## Professional Summary

Experienced content creator and editorial leader with a track record of boosting brand visibility and audience engagement through strategic SEO and compelling storytelling. Proven ability in leading editorial teams and improving online presence and content quality. Skilled in project management, mentoring, and content development across various platforms. Known for high productivity, attention to detail, and adaptability, with a focus on seamless collaboration and impactful content creation. Strong communication, problem-solving, and client relations skills.

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## Work History

08/2018 - Current

### **CORPORATE COMMUNICATIONS**

#### **Contributing Copywriter**

- Write blogs and website copy on topics such as tourism, travel, budgeting, debt management, and home health to drive brand awareness and audience engagement.

03/2022 - 12/2024

### **THREE SHIPS: 3S HEALTH (acquired by PILLAR4 MEDIA)**

#### **Senior Health Editor**

- Led editorial team in producing SEO-driven content for health brands, boosting visibility, engagement, and brand alignment.
- Recruited, mentored, and provided feedback to freelance and in-house writers, ensuring consistency, skill development, and adherence to editorial guidelines across multiple health sites.
- Launched content for new partnerships, optimizing workflows and ensuring brand alignment and ethical standards.
- Developed and maintained editorial guidelines, ensuring consistent quality across multiple health sites.
- Scaled AgingInPlace.org's Amazon Associates Program to drive revenue through strategic content partnerships.

07/2022 - 06/2024

### **UNBRIDLED**

#### **Contributing Blogger**

- Contributed content on corporate event trends, focusing on planning, strategy, management, and travel best practices.

08/2021 - 06/2023

### **EVENT LEADERSHIP INSTITUTE**

#### **Contributing Writer and Editor**

- Authored blog posts, promotional emails, and event recaps; edited *The Event Professional's Guidebook*; researched, wrote, and designed the 2023 ELI Independent Planner Pricing Report, driving engagement and providing industry insights.

12/2014 - 03/2022

### **BIZBASH**

#### **Senior Copy Editor**

- Proofread and edited content for BizBash.com and the quarterly print magazine, ensuring accuracy, consistency, and adherence to AP and brand style guidelines.
- Published a daily editorial newsletter and contributed targeted content marketing pieces, driving engagement, increasing traffic, and boosting brand awareness and client satisfaction.

- 12/2015 - 12/2017 **MONTEFINO MAGAZINE / CAPSAICIN EXTREME MARKETING**  
**Associate Editor / Features Writer**
- Launched and managed *Montefino*, overseeing editorial processes, guiding content direction, and leading a team of five reporters to produce high-quality, regional lifestyle content.
  - Developed and executed social media marketing strategies for *Montefino* and Capsaicin Extreme Marketing, driving audience engagement and increasing brand visibility across multiple platforms.
  - Created promotional content and provided copy editing services for client projects, ensuring high-quality deliverables.
- 08/2013 - 06/2016 **BOOKTROPE PUBLISHING**  
**Editor/Proofreader**
- Collaborated with authors to refine manuscripts, editing and proofreading over 30 published titles to improve content, clarity, characterization, and consistency in style and structure.
- 07/2007 - 11/2014 **VOCUS (CISION)**  
**Editor in Chief**
- Led daily *Vocus* publication, driving thought leadership and engagement through media trend coverage and PR/marketing insights; reviewed content for accuracy and editorial alignment.
  - Managed and mentored writers, improving skills through training and feedback while building strong industry relationships to stay ahead of trends.
  - Led the *Vocus* State of the Media Report for five years, contributing to Cision's Global State of the Media Report and enhancing team reputation through publications, podcasts, and interviews.
- 11/2005 - 12/2006 **MESSENGER POST NEWSPAPERS**  
**Reporter**
- Investigated and reported on community issues, conducting interviews, attending meetings, and responding to breaking news to produce timely, fact-checked, and engaging stories that built strong local relationships and adhered to editorial standards.

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## Education

**Syracuse University, S.I. Newhouse School of Public Communication**  
MA: Journalism (2005)

**Nazareth College of Rochester**  
BA: English-Literature (2003)

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## Links

- <https://kmandal.journoportfolio.com>
- <https://turnthepageediting.com>
- <https://www.kmandallauthor.com>

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## Skills

SEO, AP Style, Chicago Style, APA Style, Project Management, WordPress, Adobe, Microsoft Office, HTML, Jira, Mentoring, Team Leadership, Content Quality, Content Marketing, Social Media Strategy