
KATRINA M. RANDALL

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LINKS

- <https://kmrandal.journoportfolio.com>
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PROFESSIONAL SUMMARY

Versatile and detail-oriented editor, writer, and content manager with 20-plus years of experience across journalism, marketing, and publishing. Proven track record in developing engaging, SEO-driven content, mentoring writers, and managing editorial teams. Skilled in leading cross-functional projects, adapting to content management systems, and creating effective editorial strategies. Committed to producing high-quality, audience-focused content that drives both engagement and revenue.

SKILLS

Content Strategy & Editing: Content Editing, Copy Editing, Copywriting, Proofreading, SEO, AP Style, Chicago Style, APA Style, Content Development, Editorial Leadership, Ethical Oversight

Project & Team Management: Project Management (Asana, ClickUp, Notion, Basecamp), Team Leadership, Freelance Team Coordination, Mentoring, Editorial Feedback

Technical & Tools: WordPress, Google Analytics, Adobe Creative Suite, Microsoft Office, Jira, Teachable, Wix, Weebly

Specialized Knowledge: Journalism, Feature Writing, Research, Event Coverage, Book Publishing, Content Marketing, Content Analytics, Affiliate Marketing, Health and Wellness, Aging, Social Media Strategy

WORK HISTORY

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

Senior Editor, 1.24–12.24
Content Editor, 3.22–12.23

- Led editorial team to produce high-quality, SEO-driven content across multiple health-focused brands, improving online visibility and engagement.
- Launched content for new partnerships, optimizing editorial workflows and ensuring alignment with brand voices and ethical guidelines.
- Recruited, trained, and mentored a team of freelance writers, editors, and fact-checkers, fostering professional growth and ensuring editorial consistency.
- Provided mentorship to in-house writers through editorial feedback sessions, fostering skill development and improving content quality.
- Launched and scaled AgingInPlace.org's Amazon Online Associates Program, increasing brand revenue through strategic content partnerships.
- Pioneered content management system (CMS) migration to ClickUp, optimizing team collaboration and content workflows.
- Developed and maintained comprehensive editorial guidelines, contributing to consistent quality across multiple health-focused websites.

CORPORATE COMMUNICATIONS

Contributing Copywriter, 8.18–Present

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

UNBRIDLED

Contributing Blogger, 7.22–6.24

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

EVENT LEADERSHIP INSTITUTE

Contributing Writer and Editor, 8.21–6.23

- Authored blog posts, promotional emails for webinars and summits, and event recap articles to engage audiences and drive event participation.
- Edited and contributed to the eBook, *The Event Professional's Guidebook to In-Person and Hybrid Meetings, Events, and Conferences*, enhancing clarity and impact.
- Researched, wrote, and designed the 2023 ELI Independent Planner Pricing Report, delivering valuable insights to industry professionals.

BIZBASH

Senior Copy Editor, 7.18–3.22

Listings Editor, 8.17–3.22

Copy Editor, 12.14–7.18

- Reviewed and corrected grammar, spelling, punctuation, syntax, and style consistency to ensure error-free content for daily publication on BizBash.com.
- Edited and proofed content for BizBash's quarterly print magazine, ensuring it was polished, error-free, and aligned with AP and BizBash style guidelines.
- Created and implemented a daily editorial newsletter, increasing engagement and driving traffic to key content.
- Contributed targeted content marketing pieces for BizBash clients, boosting brand awareness and client satisfaction.
- Refined and ensured the accuracy of both free and paid client listings, maintaining alignment with editorial standards and client expectations for content marketing, industry profiles, and articles.

TURN THE PAGE EDITING

Freelance Editor and Writer, 1.10–Present

- Provide high-quality editing and content creation services for a wide range of industries, including tourism, finance, health, and event planning.
- Help clients achieve ROI through keyword optimization, targeted content strategies, and effective SEO practices.
- Successfully edited manuscripts for clarity, structure, and engagement, enhancing readability and marketability for more than 30 published books.
- Developed editorial strategies and marketing copy that increased website traffic and engagement for multiple clients.

CAPSAICIN EXTREME MARKETING

Editor, 2.16–12.17

- Developed and executed social media marketing strategies for Capsaicin Extreme Marketing across various industries.
- Created promotional content and provided copy editing services to ensure high-quality deliverables for client projects.

MONTEFINO MAGAZINE

Associate Editor, 12.15–12.17

- Launched and managed the production of Montefino, a regional print and digital magazine focused on the Southern Appalachian area, overseeing all editorial processes from concept to publication.
- Ensured adherence to ethical editorial standards and collaborated on editorial direction, exploring new content areas to engage the target audience.
- Led a team of five reporters, coordinating story assignments, editing content, and overseeing final proofs to ensure high-quality, error-free publication.
- Cultivated community relationships and contributed lifestyle content relevant to the Appalachian region, enhancing the magazine's local impact and relevance.

- Developed and executed a social media marketing strategy, driving audience engagement across multiple platforms and increasing brand visibility.

BOOKTROPE PUBLISHING

Editor/Proofreader, 08.13–06.16

- Collaborated with authors to refine manuscripts, improving content, clarity, characterization, dialogue, grammar, syntax, and plot structure.
- Edited and proofread more than 30 published titles, ensuring quality and consistency across both content and style.

VOCUS (CISION)

Editor in Chief, 08.09–11.14

Senior Media Researcher, 7.07–8.09

- Led daily online publication in Vocus, covering media trends, industry analysis, and PR/marketing insights, driving thought leadership and audience engagement.
- Reviewed and approved final content for publication, ensuring accuracy, quality, and alignment with editorial standards.
- Managed and mentored writers and junior editors, enhancing editorial and reporting skills through training and feedback.
- Built and maintained strong industry relationships with sources and thought leaders, staying ahead of trends and breaking news.
- Spearheaded the Vocus State of the Media Report for five consecutive years, leading research, writing, and compilation, forming the foundation for Cision's Global State of the Media Report.
- Enhanced the team's reputation as expert media analysts by contributing articles, offering interviews and quotes for industry publications and books, and producing a podcast focused on emerging trends.
- Leveraged media industry expertise to assist clients in resolving database-related issues and reports, improving accuracy and data organization.

MESSENGER POST NEWSPAPERS

Reporter, 11.05–12.06

- Investigated and reported on key community issues, conducting interviews, visiting townships, attending meetings, and following up on tips to produce well-received stories.
- Maintained comprehensive coverage across multiple communities, building strong relationships with local residents and organizations.
- Responded swiftly to breaking news and emergencies, delivering timely, accurate reports under tight deadlines.
- Produced fact-checked, engaging articles that met editorial standards and captured the attention of the audience.

- **MA, Journalism** – Syracuse University, S.I. Newhouse School of Public Communication
- **BA, English-Literature** – Nazareth College of Rochester

Certifications & Continuing Education:

- **Moz Academy: Page Optimization** (Completed: January 2023)
- **Book Publisher Certificate** – 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)

Volunteering

FIRST Robotics Program – Team Coach and Mentor/Parent Volunteer (2019–Present)

Action Together Rochester – Communications Officer (2016–2020)