

Hello I'm Nancy McAllister

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Skills

Researcher, fact-checker, editor and writer experienced with high-volume digital and print production, daily deadlines, special projects, search engine optimization, prompt engineering and online topic monitoring for clients, websites, blogs, newspapers, trade publications, Fortune 500 companies, international corporations and academic institutions.

Qualifications

Expertise in fast-paced digital media environments, content management systems, storytelling, copyediting, proofreading, publishing schedules and deadline planning. Skilled in research, fact-checking, writing and managing freelancers. Longtime member of the National Book Critics Circle. Reader for the NBCC John Leonard Prize. Book reviewer. Wide-ranging experience in AP Style, The Chicago Manual of Style and individual publication styles. Team player with a proactive attitude.

Experience

Sept 2004 - Present

Freelance, Remote & Onsite - *Editor, Writer, Fact-Checker & Researcher*

Writing and copyediting for Fortune 500 companies such as Aflac, USAA and Ragan Communications. Proofreading, copyediting and fact-checking for publications with large subscriber bases, including USAA Magazine (3.5 million). Specializing in fact-checking complex subjects, such as finance, law, safety, taxes, education and many others. Project management and high volume digital production for clients including City Colleges of Chicago - Harold Washington College. Dozens of book reviews for The Columbus Dispatch as a National Book Critics Circle member. High volume content creation for corporate communicators.

September 2022 - August 2024

Simpler Media Group, Remote - *Senior Editor & SEO Content Strategist*

Edited and produced over 150 unique articles monthly for CMSWire.com, reaching more than 3 million professionals. Managed the entire publication process in a content management system (Sitecore), including feature articles, breaking news and editorials, as well as image optimization and story layout. Implemented SEO content strategies through keyword research (Semrush), significantly increasing organic search growth and readership.

October 2013 - July 2021

V-Fluence, Remote – *Internet Researcher, Content Manager & Writer*

Fast-paced reporting on the food industry. Managed and wrote SEO-rich blog posts (WordPress), headlines, summaries, transcripts in-depth research, intelligence gathering, data-mining and analytics, for clients, including some of the world's largest corporations and best-known brands, major trade and professional associations, law firms, respected non-profit groups, government agencies and leading academic institutions.

Sep 2000 - Sep 2004

Ragan Communications and PR Daily – *Managing Editor*

Managed corporate communication materials for a trade publication agency. Led and supervised a multidisciplinary team. Elevated flagship publication through strategic writer selection. Fostered team growth with individualized coaching. Managed multiple concurrent projects effectively. Thorough working knowledge of AP Style and Chicago Manual of Style, balancing diverse brand voices. Authored evergreen and specialized content. Edited for magazines with 250,000+ subscribers. Generated 60-90 articles monthly for corporate communicators. Gained expertise in positive leadership and management.

Education

Ohio State University, Columbus Ohio

BA in Ancient History & Art History, Ohio State University.

- Participated in the Ohio Boeotia Expedition and Survey in Greece.
- Numismatic and archaeological research.

Training & Skills

Sitecore, WordPress, Search Engine Optimization, Keyword Research, Writing, Editing, AP Style, Chicago Manual of Style, Fact-Checking, Team Management, Book Reviews

Affiliations

National Book Critics Circle, 1994-Present

American Copy Editors Society, 2000-Present

Society of Professional Journalists, 2016-Present