

Diana Bird — Editor

dj.bird12@gmail.com | (647) 834-8258

Experience

Content Editor

Angi | MARCH 2023 – JANUARY 2026

- Optimized high-value SEO articles using EEAT principles and custom data visualizations, consistently improving SERP rankings and featured snippet acquisition.
- Owned content workflow across ideation, briefing, assigning, editing, and publishing in Contentful CMS.
- Managed a team of freelancers, coordinated with researchers, developers, and designers, and expert reviewers to deliver high-quality ranking articles.
- Pioneered a suite of editorial tools, including a custom writer evaluation system and an automated infographic tracking database, streamlining operations for the entire content org.
- Engineered AI-driven efficiencies via AirOps, building automated workflows and training functional LLMs on brand voice to maintain editorial integrity at scale.
- Conducted content gap analysis with Looker, using proprietary data to determine where users need more information.

Associate Editor & Copy Editor

Wise Publishing | JULY 2021 – MARCH 2023

- Fostered a community of freelance, full-time writers and interns, to achieve higher ROI and GP generated from marketing content across all relevant platforms, including Facebook, Twitter, Yahoo, and MSN
- Managed end-to-end workflow of the Performance Marketing Editorial department, managing high-volume output across website, display, sponsored, and affiliate channels
- Liaised with marketing department to align content goals and strategies, including analyzing article performance and market trends through Google Analytics
- Key member in cross-departmental teams to build a brand guide, improve SEO, refresh website content, and boost display revenue

Communications and Special Projects Coordinator

Toronto Centre | APRIL 2019 – JUNE 2021

- Managed all marketing efforts, including website management, social media, event promotion, and dozens of webinars that reached thousands of participants internationally
- Copy edited all internal documents and online publications, including technical guidance papers on financial supervision and annual reports for ePUB development using Adobe InDesign
- Coordinated with developers to create a custom website and content management system using HTML for multimedia content, adhering to DAISY accessibility requirements

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Freelance Editor

Various contracts | 2017 – PRESENT

- Edited screenwriting projects for flow, clarity, and correctness
- Worked as a developmental editor for an in-process fantasy manuscript
- Copy edited thesis papers for Graduate and Ph.D. students of Creative Writing, Philosophy, and Theological Studies
- Catalogued, formatted, and checked citations on thesis papers for consistency in style
- Applied various style guides on a project-by-project basis to ensure quality and consistency of writing

Technical Skills and Tools

- **Content and CMS:** Contentful, HTML/CSS (accessibility/DAISY), copy editing, substantive editing, brand voice development, ePUB development, AP Style, CP Style, Chicago Style
- **AI and Automation:** AirOps, LLM training, prompt engineering
- **Data and Analytics:** Google Analytics, Looker, SERP ranking strategy
- **Programming and Software:** G-Suite, Microsoft Excel (Pivot Tables/VLOOKUP), Monday, Jira, Notion, Adobe InDesign

Education

Publishing certificate

Toronto Metropolitan University | SEPTEMBER 2019 – JUNE 2021

Courses including Copy Editing I and II, Substantive and Stylistic Editing, Practical Grammar and Punctuation, Trade Publishing, and Educational Publishing

Bachelor's degree, English Literature and Classical Civilizations

University of Toronto | SEPTEMBER 2013 – JUNE 2018

W.S. Milner Scholarship in Greek and Roman History, 2018; Maurice Cody Memorial Scholarship, 2017

Volunteer and Entrepreneurship

Leukemia and Lymphoma Society of Canada — Light the Night Walk

- Led a team of volunteers called *Hope Floats* since 2012
- Coordinated and hosted multiple fundraising events, including a silent auction and live music performances, raising over \$20,000 for LLSC

@djcrochett Crochet Business

- Created a small business selling handmade crochet plushies in the GTA
- Used Instagram to market pre-made toys and commissioned projects, negotiating rates, gaining followers, and engaging with the crafting community