

# RALPH RAIOLA

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## WRITER/EDITOR/PEOPLE LEADER

Hands-on editorial leader and manager who motivates and empowers creative people, delivers projects across the finish line, crafts compelling copy under pressure, drives and defends corporate process and style, and fosters cross-functional collaboration. Core competencies include:

- Brand steward
- Content strategist
- Copyeditor
- Copywriter
- Creative lead
- Editorial manager
- People leader
- Project manager

## EXPERIENCE

### Information Builders | New York, NY

08/2009 – 02/2021

#### Managing Editor, 05/2016 – 02/2021

Managed a five-person in-house Creative Services team comprising an editor, writer, content specialist, designer, and web developer for leading global data and analytics software company.

- Oversaw the creation of 100s of digital and print marketing assets annually to support demand generation and brand awareness efforts, including e-mail, display and social ads, print ads, white papers, data sheets, case studies, web content, and conference signage.
- Led our web development team through the conceptualization and creation of back-end functionality and front-end designs; ensured resolution of website issues in a timely fashion; and communicated to executives when issues arose.
- Brainstormed with and guided designers to create new assets and images that help our campaigns and programs achieve desired goals.
- Led the editorial team's charge to ensure accuracy and consistency while upholding corporate style and voice via a comprehensive Editorial Style Guide and bulletproof processes.
- Brainstormed and problem-solved with managers, directors, and executives across the company and all departments, including marketing automation, lead-gen, product marketing, tech services, and customer education to establish deadlines, timelines, and content strategy.
- Assigned, prioritized, and tracked progress of projects, and assisted team members with devising winning project management strategies.
- Mentored team members and encourage them to think and work independently as well as collaboratively.
- Sourced and collaborate with freelancers and vendors to produce and rebrand content.
- Hired new team members.

#### Editor, August 2009 – May 2016

Edited and wrote content for a variety of print and digital marketing collateral, including cross-channel organic and paid ads, customer case studies, e-mail, data sheets, white papers, websites, and press releases.

- Developed concepts for new advertising, e-mail, and multi-touch marketing campaigns.
- Updated web content via Drupal content management system (CMS).
- Managed tight deadlines and long-term projects concurrently.
- Was lead project manager for eight years for Summit, the company's annual flagship user conference.

## ADDITIONAL RELEVANT EXPERIENCE

### Penton Media | New York, NY

#### Freelance Managing Editor

Hearst Business Media | Uniondale, NY  
Editor

### **EDUCATION**

Bachelor of Arts (B.A.), Communications-Radio/TV/Film, Minor in Music  
Marist College

### **TECHNOLOGY**

- **Web:** HTML | CSS | Dreamweaver | Cognito Forms | Zapier
- **Adobe:** Photoshop | Acrobat Pro | InDesign | InCopy | Lightroom
- **Microsoft:** Word | Excel | Powerpoint
- **Google:** Forms | Sheets | Docs
- **Project Management:** Asana | Leankit | Hive | Airtable | Freedcamp
- **Content Management:** Drupal | WordPress | Vidyard