

KRISTA SIMICICH

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Meticulous and highly organized editor with a passion for language and propensity for innovative thinking. Possesses a proven ability to translate dense and factual information into content that is clear and concise. Deadline-driven multitasker whose creativity is complemented by strong written and verbal communication skills. Areas of expertise include editing and proofreading, SEO, analytics, and project management.

WORK EXPERIENCE

Chief Content Editor - SolarReviews, Eatontown, NJ

May 2019 - October 2022

- Create and edit original news briefs, feature-length articles, press releases, and all communications for SolarReviews.com using in-house style guide with Associated Press style
- Develop editorial calendars and strategic plans for industry news articles, feature content, and long-term projects, including special reports and cost guides
- Manage and maintain relationships with freelance contributors and expert sources
- Collaborate with writers and junior editors, post daily content on web platform, and produce monthly email newsletters using the Mailchimp email automation system
- Align written content efforts with the Video Production and Graphics teams
- Provide assistance to public relations and marketing teams for ongoing projects, including growing SolarReviews' social media accounts with the goal of driving traffic to SolarReviews.com
- Monitor performance metrics using Google Analytics and provide recommendations to increase readership

Lead Content Writer - Traffic Builders Digital Marketing Agency, Toms River, NJ

September 2017 - March 2019

- Utilized SEO best practices to curate website content for clients and in-house projects
- Assembled, edited, and proofed copy cross-departmentally
- Revised and proofread existing client copy for clarity and accuracy
- Designed and implemented a company-wide quality control process for written content deliverables
- Collaborated with graphic designers and web developers to refine web design and layouts as related to the copy
- Created content strategy decks and pitched ideas to clients and internal decision makers

Digital Copywriter - Upwork, Remote

January 2016 - May 2017

- Authored compelling copy for websites, blogs, landing pages, and digital advertisements
- Liaised with clients to refine advertising strategies, conducted industry research, and performed competitor analysis

Pharmaceutical Account Planner - The Hibbert Group, Trenton, NJ

September 2015 - September 2017

- Coordinated the execution of HCP and DTC print marketing campaigns from conception to completion
- Maintained constant client communication and fostered business relationships as the main point of contact for several brands under Novartis Pharmaceuticals, including Gleevec, Gilenya, Novartis, and Entresto
- Worked with internal stakeholders and external partners to ensure goals were met on tight deadlines

SKILLS AND CERTIFICATIONS

- Proficient in Microsoft Office Suite, Jira, Asana, Hootsuite, and MailChimp

EDUCATION

- Coastal Carolina University, Conway, SC
- Bachelor of Science in Business Administration – Marketing/English