
Kari Williams

Maryville, IL 62062

314.677.8175

williams.kari09@gmail.com | <https://www.kariwilliams.org/>

SKILLS

AP Style | Copy Editing | Interviewing | Reporting | Content + Project + Social Media Management | SEO Optimization | Content Creation | WordPress | MailChimp | Adobe Creative Suite

EXPERIENCE

Freelance Journalist + Contributor, Various - *Remote*

SEPTEMBER 2014 - PRESENT

- Pitch and accept assignments for various publications, including U.S. Military Publishing, National Guard Magazine, Sunflower Publishing and GEM Journal.

Content Marketing Specialist, Alpine Intel - *Remote*

JULY 2025 - PRESENT

- Write, edit and conduct SEO research for articles, guides, landing pages, social media and newsletter copy, ensuring it adheres to brand voice, key messaging points, overarching marketing goals.
- Collaborate with product, sales and education teams to determine content direction.
- Create interactive content and assist creative team with case study design.

Content Manager, Nursing CE Central - *Remote*

MARCH 2024 - MAY 2025

- Optimized content management processes, including credential verification, plagiarism/AI/fact checks and uploading/scheduling in WordPress.
- Managed external relationships with freelance blog authors and a freelance editor.
- Assisted in creation and implementation of content strategies and community engagement, resulting in a 79.71% YoY increase in organic social conversions.
- Owned organic social media content, copy creation.
- Assisted with SEO optimization, conducted content audits, created monthly KPI reports.

Associate Editor, Group C Media - *Remote*

SEPTEMBER 2023 - MARCH 2024

- Wrote, edited editorial and advertorial content for Business Facilities Magazine's print/digital platforms, including editors' blog.
- Collaborated with external stakeholders, including advertisers and a freelance writer, to produce advertorial and sponsored content.
- Uploaded content to WordPress and represented publication at industry events.

Associate Editor, AmeriForce Media - Remote

SEPTEMBER 2021 - SEPTEMBER 2023

- Managed production and editorial planning for *Reserve + National Guard Magazine* and sales products, including development of print paginations and approving pages in InSite.
- Wrote, edited articles for all AFM brands, adhering to AP Style and in-house style guides.
- Managed/created organic and paid social media content using Canva.
- Managed and recruited freelancers.

Digital Assignment Editor, KSHB-TV - Kansas City, Mo.

SEPTEMBER 2019 - SEPTEMBER 2021

- Wrote, edited for digital platforms, including coordinating with reporters/photographers in the field for breaking news events or press conference coverage.
- Managed livestreams and social media, monitored police scanners and competitor coverage for breaking news.
- Created digital coverage plans to extend the life of broadcast coverage.
- Responded to viewer queries, story pitches.

Associate Editor/Senior Writer, VFW Magazine - Kansas City, Mo.

MAY 2016 - SEPTEMBER 2019

- Pitched, wrote articles for monthly magazine, bi-monthly print newsletter, annual report.
- Relaunched and managed magazine's social media presence.
- Served as project manager for the National VFW Publications Contest and National Convention program production.
- Collaborated with communications department to promote magazine content.

Copy Editor, Telegraph Herald (TH Media) - Dubuque, Iowa

JUNE 2014 - MAY 2016

- Edited original/wire articles for AP Style, in-house style, quality, & structure using InCopy.
- Designed local and national coverage pages using InDesign.
- Uploaded articles, images to CMS and shared content on Twitter.

Staff Reporter, Call Publishing - St. Louis, Mo.

DECEMBER 2011 - MAY 2014

- Covered three municipalities and one school district, fostering relationships in community.
- Edited all editorial copy, adhering to AP Style and in-house style.
- Managed social media and uploaded articles to website.

EDUCATION

Southern Illinois University Edwardsville

Master of Science, Mass Communications

December 2014

Edwardsville, Ill.

Southern Illinois University Edwardsville

Bachelor of Arts, Mass Communications

December 2011

Edwardsville, Ill.

REFERENCES

Elena Neal, *Nursing CE Central* | 478-714-3580, elena.a.neal@gmail.com

Arda Ocal, *ESPN* | 203-832-4545 | arda.ocal@gmail.com

Bianca Strzalkowksi, *AmeriForce Media* | 919-609-2073, bianca.strzalkowski@gmail.com