
Kari Williams

Editor + Journalist + Content Manager

Maryville, IL 62062

314.677.8175

williams.kari09@gmail.com

SKILLS

AP Style | Copy Editing | Copywriting | Content Audit + Management | Social Media Management + Content Creation: HubSpot + Canva | WordPress | MailChimp | Project Management: AirTable + Trello + [Monday.com](https://monday.com) + Slack + Basecamp | Adobe Creative Suite | SEO Optimization: SEMRush

EXPERIENCE

Content Manager, Nursing CE Central - *Remote*

MARCH 2024 - PRESENT

- Optimized content submission/approval/editing/publication 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/social media strategies and community engagement in coordination with marketing manager, 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 content planning for *Reserve + National Guard Magazine* and associated digital 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.

Freelance Journalist + Contributor, Various - Remote

SEPTEMBER 2014 - PRESENT

- Pitch and accept assignments for various local and national publications, including Sophisticated Living St. Louis, Reserve + National Guard Magazine, Military Families Magazine, Catholic Health World, Slam! Wrestling, TH Media, Sunflower Publishing.
- Conduct original research and interviews for news, features, and business coverage.

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.
- Assisted with administrative duties.

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.