

MARY McDONOUGH

Copy Editor
616-894-1943
mkmcdonou@gmail.com
mcdonougheditorial.com
Greenville, MI 48838

SUMMARY

A curious, well-organized, and innovative copy editor with a niche for written communication in the workplace. Proven track record that demonstrates collaboration, attention to detail, time management and organizational skills, creativity, excellent writing skills and constant willingness to learn. Roots in ethical journalism, Associated Press style, excellent verbal communication skills, proper grammar, spelling and lifelong commitment to the evergreen power of written words. Maintains a sense of humor with critical thinking and research skills to revise and deliver error-free materials.

SKILLS

Search Engine Optimization (SEO), Digital Marketing, Web Analytics, Keyword Research, Fact-Checking, Problem Solving, Social Media, Ahrefs, Asana, Wordpress, Content Management System, Google My Business, Google Analytics, Google Search Console, Pagespeed Insights, Screaming Frog, basic SEMrush, Powerpoint, Basic Chicago Manual of Style, Google Suite, Computer Literacy, Microsoft Office

WORK HISTORY

May 2020 - Present

Freelance Copy Editor

Greenville, MI

- Make editorial decisions about all scales of digital communications including press releases, educational programming and occasional digital ads focused on personal finance and discount opportunities for organization members. Proofreading for brand voice, accuracy concerning templates and confidential information.
- Develop and refine one to three informative newsletter articles a month, and meet deadlines for publishing of the monthly email campaigns, while maintaining industry regulations concerning membership and boosting brand awareness.
- Build ongoing relationships with clients providing feedback on multiple forms of content from COVID-19 protocols, memoir drafts and theatrical scripts.
- Maintain spelling and grammar standards while balancing in-house style and voice to ensure customer success for higher education professional services and independent authors.

April 2023 - Jan 2024

Content Specialist

Dumpsters.com

Greenville, MI

- Write marketing copy for four area-specific and customer-facing pages with a focus in product marketing, e-commerce usability, and demand generation. Copyediting for clarity and consistent brand voice ahead of the weekly publishing deadline balancing project management support with the content marketing, editorial calendar and evolving business initiatives.
- Edit content of older retail blog posts with a b2c or b2b approach inside company CMS to meet updated marketing and learning objectives. Copy editing for SEO content optimization updates and links to landing pages, based on creative strategy and customer insights.
- Create content for persuasive outreach on behalf of Dumpsters.com to small and midsize businesses (SMB) or nationwide resources with the goal of providing customers with access to order an affordable dumpster rental. Communicate with the offsite team about pain points and possible pivots to stay aligned with current product development initiatives.
- Conduct research on the given topic and interview industry experts in order to curate the details of multiple home improvement projects, brainstorming storytelling points with sales enablement to meet SEO logistics and user needs. Develop copy drafts for process management reviews on imagery, influencers and discussion points to do with brand guidelines, overall content creation strategy, and social media content needs.

August 2022 - May 2023

Writing Industry Blogger

mcdonougheditorial.com

Greenville, MI

- Work independently in content development and quality control, creating informative and versatile materials for possible concepts, driven by search engines, keyword research, market research, and industry trend statistics.
- Write engaging keyword rich digital content while distilling complex English language writing topics using blog posts and various digital products focused on dynamics of corporate learning. Utilize AP and Chicago style guides for research and infographics.
- Regularly input and proofread changes to the McDonough Editorial website for new blog posts or interactives, copywriting and copy editing CTAs for each post.
- Plan social media content strategies for Facebook and Instagram to fit different channels and meet social media best practices. Use media metrics and industry trends for ongoing improvement in posts and marketing strategy.

EDUCATION

August 2016 - June 2020

Northern Michigan University

Bachelor of Science, Writing

- Focus on Journalism and Drama
- Cum Laude Graduate

CERTIFICATIONS

September 2024

- SEO I - Hubspot Academy
- Mobile SEO - Semrush Academy
- Inbound Optimization - Hubspot Academy

August 2024

- Inbound Marketing - Hubspot Academy
- Keyword Research - Semrush Academy

January 2023

- Content Marketing -Hubspot Academy
- Email Marketing - Hubspot Academy

February 2023

- Keyword Research - Semrush Academy

- Social Media Marketing -Hubspot Academy
- Google Analytics - Google Skillshop

December 2022

- SEO II - Hubspot Academy

PORTFOLIO

mcdonougheditorial.com