

MARY McDONOUGH

Copy Editor and Proofreader

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mcdonougheditorial.com

Greenville, MI 48838

SUMMARY

An innovative and well-organized freelance editor with a proven track record that demonstrates collaboration, leadership, attention to detail, time management, creativity, excellent writing skills, patience, and constant willingness to learn. Roots in journalism, Associated Press Style, excellent verbal communication skills, proper grammar, spelling, punctuation and relationship management. Maintains an ability to work cross-functionally with critical thinking and research skills to revise and deliver error-free materials across multiple disciplines.

SKILLS

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

WORK HISTORY

Jan 2024 - Present

Freelance Copy Editor

Greenville, MI

- Edit memoir chapters, poems, and children's theatre scripts for spelling, punctuation, syntax and consistency. Reformatting as the project genre standard requires.
- Cultivate client relationships for a clear agreement on the purpose of specific projects and copy-related shift in common rules or conventions. Gaining a better sense of each author's voice to differentiate each section's editing needs.
- Contribute suggestions to clarify sentence structure. Maintaining style sheets for individual projects to ensure consistency while upholding industry standards.

May 2020 - Present

Freelance Proofreader

Greenville, MI

- Read documents in all scales of digital content including press releases, internal communications, marketing materials, educational programming and digital advertising focused on healthcare, personal finance and discount opportunities for organization members. Proofreading for brand guidelines, accuracy concerning templates, handling of confidential information and AP Style.
- Refine one to three informative email newsletter articles a month, and meet deadlines for publishing of the monthly email campaigns, while upholding individual non-profit regulations concerning membership and boosting brand awareness.
- Proof PDFs of Estimating Today for errors in punctuation, design spacing, spelling and consistency to align with AP Style and standards set by the American Society for Professional Estimators.
- Communicate suggested changes to the Estimating Today team using Adobe Creative Cloud.

April 2023 - Jan 2024

Content Specialist

Dumpsters.com

Greenville, MI

- Write copy for four area-specific and customer-facing pages with a focus on marketing objectives, e-commerce usability, demand generation and answering questions. Copyediting for clarity, internal linking and consistent brand voice ahead of the weekly publishing deadline, balancing project management support with the editorial calendar, and feedback from account management.

- Edit web content of older retail blog posts with a b2c or b2b approach inside company CMS to meet updated marketing strategies from performance analysis. Copy editing for SEO content optimization, metadata updates and links to landing pages, based on previous auditing from content team lead.
- Create content for persuasive outreach on behalf of Dumpsters.com with the goal of providing customers with access to order an affordable dumpster rental. Communicate with the offsite team about, QA, pain points and possible pivots to stay aligned with current product development initiatives.
- Conduct interviews with industry experts and research the given topic, using AI, in order to curate the details of thought leadership for home improvement projects, brainstorming storytelling points with sales enablement to meet SEO logistics and user needs.

EDUCATION

August 2016 - June 2020

Northern Michigan University

Bachelor of Science, Writing

- Focus on Journalism and Drama
- Cum Laude Graduate

CERTIFICATIONS

November 2025

- ACES Intermediate Certificate in Editing - Poynter Institute

August 2025

- ACES Certificate in Editing - Poynter Institute

September 2024

- Inbound Marketing - Hubspot Academy

PORTFOLIO

mcdonougheditorial.com