

- Objective** Experienced web content editor and project manager with a strong background in search engine optimization and social media seeks a challenging position.
- Experience**
- B2B Web Editor, Motorola Solutions**
July, 2010 – present, Schaumburg, Illinois
- Currently working on a team to develop a global social media policy for Motorola Solutions.
 - As an editor, took Motorola’s website through a corporate split, the sale of two major corporate divisions and a site redesign.
 - Manage content for two blogs: [The Pulse](#), and [Next Generation Enterprise Mobility](#), and also oversee the Twitter presence for the [Wireless Network Services](#) division.
 - Currently overhauling [Motorola Solutions Business Events](#) portal.
 - Developed training materials to help global marketing staff better understand SEO strategies.
- Managing Editor, Info.com, Ltd.**
February, 2008 – July, 2010, Chicago, Illinois
- Took [Topics.Info.com](#) from concept to launch, developing the site taxonomy, SEO strategy and acquiring site content. Worked with CTO to create a proprietary content management system. Project resulted in 15,000 pages of content.
 - Worked directly with the CEO to assist with a wide variety of corporate projects – wrote a business plan, carried out a cost/benefit analysis of payroll options, and assisted this London-based company with tax preparation.
 - Trained employees in SEO practices and guided their efforts to write and edit copy. Shouldered sole responsibility for billing and budgets.
- Content Editor, PIL/HowStuffWorks**
February, 2007 – December, 2007, Lincolnwood, Illinois
- Managed large Web content packages for delivery to [HowStuffWorks](#) while serving as the editor for Mobil Travel Guide Web content, delivering up to 2,000 pages per month under tight deadlines.
 - Managed contract employees and served as a senior member of in-house editors.
 - Initiated SEO strategies for content packages that received up to 150,000 hits a day.
- Editorial Consultant, 1998 – Present**
- **Interactive projects:** SEO projects for **Orbitz** and **Kohler** as well as the development of a training manual for **Emerson Electric’s** in-house CMS.
 - **Books:** Editor for **Zagat Survey**, and for the book, **Your Money, Your Future**. Author of **Backroads of Ohio**, **52 Romantic Outings in Greater Cleveland**, **365 Ways to Meet People in Cleveland**.
 - Launched [Farm Fresh Chicago](#) to promote farm markets in Chicago.

Editor, Great Lakes Publishing

September, 2000 – December, 2006, Cleveland, Ohio

- Founding Editor, [LongWeekends](#) magazine, launched in April, 2002, with a circulation of 200,000. Created and executed concept in six months.
- Travel editor for [Ohio Magazine](#), circulation 80,000. Reformatted travel section, expanding travel coverage to 80 percent of the magazine.

Marketing and Media Manager, Telos Systems

1995 – 1997, Cleveland, Ohio

- Established local and national press contacts to boost coverage for an innovative MP3-based Internet audio codec.
- Developed and maintained four corporate websites.
- Wrote and edited whitepapers and user manuals.

Conference Editor, IndustryWeek Magazine

Cleveland, Ohio, 1995 - 1997

- Restructured management-development conference program at *IW*, an international magazine for manufacturing executives.
- Recruited high-profile executives, thought leaders, and CEOs to present at conferences.
- Improved editorial focus of conferences, achieving high audience approval ratings.

News Publicist, CBS 19 WOIO/WUAB

- Built a publicity department for the launch of CBS 19 News at WOIO, a CBS affiliate.
- Developed award-winning creative materials to promote 19 News and produced radio spots, photo shoots and PSAs to tout station events.

Assistant Editor, Ohio Week Magazine

- Helped to develop and launch a Sunday insert to all Thomson newspapers in Ohio.
- Crated award-winning department features.

Education

Kent State University, Kent, Ohio, 1991, B.A., Rhetoric

Leadership Roles

Board of Directors, Press Club of Cleveland, Membership Chair
Board of Directors, March of Dimes D.I.M.E. Awards
Board of Advisors, Corporate College, Cuyahoga Community College
Board of Advisors, Staff, Cleveland International Film Festival
Event Director, Playhouse Square Palooza

Technical Knowledge

Microsoft Office Suite, advanced Excel, Access. Basic Photoshop. Basic HTML and XML. WordPress, Vignette, Joomla, Drupal. Microsoft Project, Sage, Quicken, Quickbooks, Google AdWords, Google Analytics. Twitter, LinkedIn, LinkedIn product pages, Facebook, Facebook fan pages, YouTube channel management, Flickr, Scribd.

References

References are available on request.

Miriam Carey

540 W. Roscoe, #273, Chicago, IL 60657 | mcarey@miriamcarey.com

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