

# DONNA ISON

isononna@gmail.com / 678-446-9089

---

***Editing and writing specialist with a proven track record as a managing editor, content/copy editor, proofreader, copywriter, author, instructor, and project manager***

---

## **Skills:**

- Content editing/copy editing/proofreading
  - Editorial calendar/workflow management
  - Creating articles, blogs, scripts, and marketing materials
  - SEO analysis/copywriting/editing
  - CMS, HRMS, and PM platforms
  - Social media engagement/management
  - Style guide adherence (AP, AMA, Chicago)
  - Magazine lay-out and design
  - Video/audio production and editing
  - Basic HTML knowledge/utilization
  - Podcast/vlog production/hosting
  - Microsoft Office, Excel, Google Workspace, VideoPad, Audacity, Adobe Photoshop
- 

## **Professional Experience:**

### ***Eyes On Eyecare/ Associate Editor/ 2021-Present***

- Guiding 50+ optometry/ophthalmology writers from article ideation through publication
- Managing 100+ talent through Creators platform to outsource content, schedule/pay authors, create opportunities, and assign/oversee projects
- Organizing/streamlining editorial calendar and content pipeline with ClickUp to reduce end-to-end time by two weeks
- Optimizing content using best SEO practices utilizing Ahrefs and Google Analytics to increase targeted page views by 38%
- Uploading, formatting (HTML), and publishing articles through Wagtail CMS
- Content and copy editing highly-technical medical articles for substance, style, and accuracy
- Writing content for outreach and promotion with a focus on quality backlinks
- Collaborating with design to produce illustrated featured/in-text images/downloads

### ***Freelance Content Editor-Copy Editor-Proofreader/ 2016 - 2021***

- Copy edited articles for BobVila.com for clarity, consistency, grammar, punctuation, and style in accordance with The New York Times Manual of Style and in-house guidelines
- Content edited/copy edited articles on food, wine, and travel for *SAVEUR* to capture the magazine's unique tone according to Associated Press Stylebook and in-house guidelines
- Proofread medical copy in accordance with American Medical Association Manual of Style
- Proofed final draft of *MD-Update* magazine for any spelling, grammar, and style inconsistencies in copy, captions, and advertisements

### ***Freelance Copywriter-Playwright/ 2012 – 2021***

- Served as monthly contributor for *TOPS in Lexington* for Tour of Homes/Lifestyle/Profiles
- Penned accurate and engaging articles/web content for publications/organizations, including *MD-Update*, *Transform*, *StudentDoctor.Net*, *Chevy Chaser*, *Keeneland Magazine*, *LinQ Magazine*, *skirt! Magazine* Lex, *Bluegrass Dog*, and Team Pannell Real Estate

- Wrote historical drama and video scripts for museums nationwide, including Eiteljorg Museum, The Children’s Museum of Indianapolis, Thomas Clark Center for Kentucky History, Institute of Texan Cultures, Minnetrista Museum, Hunt-Morgan House, and Callahan Museum
- Acted as outreach writing instructor for The Carnegie Center for Literacy and Learning

***MD-Update magazine/ Editor-in-Chief/ 2017-2018***

- Generated compelling and clear content covering a wide-range of medical topics
- Wrote cover story, news and events section, and Letter from the Editor for each issue
- Planned annual editorial calendar in partnership with publisher
- Coordinated layout and design process
- Scheduled and conducted interviews with physicians and other healthcare professionals
- Assigned, proofread, and edited articles to adhere to *MD-Update* AMA style guide
- Uploaded and promoted magazine on digital platforms
- Designed and distributed monthly newsletter through Constant Contact

***Lexington Fairness/ Editor-Producer-Event Planner/ 2016***

- Collected, edited, and proofread poetry/prose for *Out: An Anthology of LGBTQIA Kentucky*
- Designed, published, and set up distribution for anthology through CreateSpace
- Developed, produced, and directed “Queerology 101,” a live theatre production
- Launched social media platform and marketing strategy resulting in sold-out performance
- Planned launch party entailing an art show, video premier, live music, book signing, and play
- Garnered In-Kind donations and procured space, catering, musicians, and media coverage

***skirt! Magazine Lexington/ Managing Editor/ 2010 – 2012***

- Planned editorial calendar
- Managed production workflow
- Oversaw lay-out of both print and digital formats as well as budgeting and distribution
- Conducted interviews, photographed, and wrote profiles on 200+ local, newsworthy individuals
- Doubled website traffic through updating and adding engaging content daily
- Grew social networking presence for skirt! on Facebook, Twitter, LinkedIn, and Pinterest
- Launched weekly newsletter that gained more than 2,000 subscribers
- Planned, promoted, and hosted monthly skirt! After Work to boost visibility and garner goodwill

**Education:** Bachelor of Arts- Communications/Theatre/R-TV Morehead State University

***Honors/Awards/Memberships:***

- Advisory Board-International Women’s Day Festival- Lyric Theatre & Cultural Arts Center (2020)
- Winner of Carnegie Center for Literacy and Learning’s Flash Fiction Contest (2016, 2017, 2019)
- Published in *Small Batch, A Prince Tribute, The Voice is Sudden Thunder* anthologies.
- Winner of Blood Speaks Slam Poetry Contest (2019)
- Nominee for Lexington Fairness’ “Ally of the Year” (2015 and 2017)
- Recipient of Artist Enrichment Grant from The Kentucky Foundation for Women (2008, 2012)
- First Runner-Up for Ace Magazine “Best Live Performance” for The Sisters Provocateur (2012)
- Recipient of Art Meets Activism Grant from The Kentucky Foundation for Women (2008, 2009)
- Kentucky Women’s Writers Conference Gypsy Poetry Slam winner (2009)