

EMILY MELL

SITE EDITOR, MANAGER

PROFESSIONAL SUMMARY

I am a web content editor for an IT journalism company based outside of Boston, MA. I have experience in technical and creative writing; Chicago, MLA and AP style; content management and tracking; team collaboration and management; and SEO practices, as well as front-end web development.

CONTACT INFORMATION

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SKILLS AND PROFICIENCIES

- Content writing and editing
- Microsoft (and Office) 365
- HTML5, CSS3, XML, MySQL
 - Learning JavaScript
- Team management, leadership and tutelage
- Adobe InDesign and Dreamweaver; some familiarity with PhotoShop
- Search Engine Optimization (SEO)
 - keyword research
 - traffic analysis
- social media management
- Creating training media, e.g. presentations
- Creative, technical, and academic writing skills
- Can translate highly technical content into accessible terms

MASTER'S THESIS

I built a prototype interactive web-based database for exploration of, and interaction with, the phonological correlations between languages.

HOBBIES + INTERESTS

- Crochet
- Fiction writing and analysis
- Makeup artistry
- Dungeons and Dragons
- Canning foods (pickles, jams, sauces)
- Front-end web development
- Grand-strategy video games
- Amateur aquarium enthusiast



CAREER HISTORY

Site Editor

TechTarget, Inc. | January 2020 - present

- Manage and train junior editors
- Manage contributor relationships, assignments, and invoices
- Manage content budgets, planned on a quarterly basis
- Edit 10-15 articles per month
- Write consistently, including researched features, Q&As and conference-related journalism
- Perform SEO optimization and research, as well as performance analysis
- Coordinate with visuals team to integrate graphics with content
- Research industry trends; conduct interviews with experts and leaders
- Attend industry conferences and events
- Member of editorial style guide committee
- Member of multiple Diversity & Inclusion initiatives

Associate Site Editor

TechTarget, Inc. | January 2018 - December 2020

Assistant Site Editor

TechTarget, Inc. | November 2016 - December 2018

Freelance Copywriter

MV Designs | July 2017 - November 2018

- Provide copy for website development on topics such as solar power, waste management, construction, carpentry, and Martha's Vinyard bus tours

ACADEMIC HISTORY

Emerson College

Masters of Arts in Publishing & Writing, 2015-2017

- Specialized in digital publishing and web development
- Took classes in book, magazine, and ebook publishing
- Contributed to group and class media productions, includes: a full concept magazine issue and a book proposal, complete with financial planning

University of North Dakota

Bachelor of Arts in English Language and Literature, 2012-2015

- Minor in Linguistics
- Intermediate level Spanish; beginner levels German, French, ASL