# JAYMI CURLEY

Atlanta, GA • Cell: (770) 402-9770 • e-mail: jaymi.curley@gmail.com

## COMMUNICATIONS CONTENT SPECIALIST

## "Proactive, Organized Problem Solver"

Communications professional with excellent editorial and writing skills and expertise in article writing, social media communications, and project management along with detailed research. Combines attention to detail, flexibility, and forward-thinking problem solving skills to optimize results.

## AREAS OF EXPERTISE

- Editorial/Internal Communications Development
- Creative Multimedia Projects
- Project Management
- AP style

- Team Building and Collaboration
- Organization, Time Management
- Microsoft Software Power Point, Excel
- Adobe Software Acrobat, InDesign

#### CAREER HIGHLIGHTS

- Develops, writes, and edits feature articles for B2C publication
- Cultivates personal contacts among subject matter experts for story idea development
- Develops story concepts and interview questions, conducts research and interviews personnel
- Insure proper journalistic standards are adhered to in accordance with company style guides
- Wrote freelance articles for regional trade magazine
- Created and managed alternative subscriber program for Wine Report Magazine, developing marketing materials to open a new corporate subscription channel
- Developed materials, presentations, and reports for use by various staff members
- Designed and created advertising mock-ups for use in client presentations
- Composed correspondence and conducted research as requested by senior staff
- Managed traffic flow and set benchmark calendars for creative staff
- Managed freelance writers and designers to maintain schedule and complete deliverables on time
- Oversaw planning and coordination of special events

## **CAREER HISTORY**

#### Editor/Writer EBSCO Research LLC (Atlanta, GA) 2009-present

- Manages creation process for marketing communications and other content published in print and online
- Develops story concepts and interview questions, conducts research, and interviews experts for creating
  monthly articles in corporate blog space
- Edits and proofreads content from multiple channels
- Contributes to the company newsletter on a monthly basis
- Designs and develops communication materials for department and executive staff presentations, talking points, support materials, letters
- Updates online information via content management system
- Performs layout and compiles book production files using InDesign
- Manages training process for the production department, including creating training documentation, administering training, and developing metrics to assess trainee effectiveness
- Managed contract process for sales department
- Reviewed and amended contracts when changes were requested

#### Traffic/Scheduling Coordinator Matlock Advertising (Atlanta, GA) 2008-2009

- · Developed and maintained positive relations between creative and account service departments
- Created and distributed schedules for workflow
- Assigned creative staff to projects to balance workloads
- Ensured timely completion of each step in work process
- Generated weekly status reports and led staff status update meetings
- Set up meetings and maintained calendar for creative and sales staff

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- · Researched facts and background information for creative team as needed during concepting
- Proofread copy and checked ad details for changes
- Assisted with writing or editing as needed by account service or creative staff

## Production Assistant Communities Magazine (Atlanta, GA)

2007-2008

- Managed clients' advertising change requests for monthly publication (circulation: 90,000)
- Edited client ads for publication
- Proofread completed and press ready advertising before final approval
- Edited and updated web pages to reflect client ad changes and inventory shifts
- Assisted with inputting of inventory from multiple clients
- Proofread and edited monthly real estate news section

## Office Manager Wine Report Magazine (Atlanta, GA)

2006-2007

- Edited and verified articles for monthly publication (circulation: 75,000)
- Wrote filler articles and sidebar items
- Explored alternative distribution channels and created a new subscription channel through local businesses
- · Designed and produced multi-media and printed media kits for use by sales and marketing department
- Designed and created advertising mock-ups for use in client presentations
- Updated and maintained subscriber database
- Set up in-house wine tasting events
- Performed general secretarial and administrative duties including streamlining the supply acquisition and distribution process to cut costs by 20%

## **English Educator**

Hillsborough County Schools (Tampa, FL)

1995-2006

- Taught high school English and Journalism
- Edited 60+ essays per week, for appropriate form, organized content, and expression
- Designed original lesson delivery materials to support state educational standards
- Set and communicated daily and weekly goals for student instruction
- Managed lessons, class records, and student files for 120-150 students per year
- Contributed articles to school newsletters
- Produced technology needs analysis report for the English Department, resulting in acquisition of 20 new pieces of educational software
- Arranged for guest speakers, organized and ran club fundraisers, designed club promotional materials, and set up anime club lending library through community donations as sponsor of student clubs

## **EDUCATION**

University of South Florida B.S. English Education