

JAYMI CURLEY

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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

