

KERRY WEISS

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WORK EXPERIENCE

CONTENT BY KERRY

New York, NY

7/2016 – Present

Writer, Editor, and Content Strategist

- Provide a variety of services from writing and editing to project management and content strategy for health and wellness websites, including WebMD, Everyday Health, Sharecare, MedPage Today, and Insignia Health

ELITE DAILY

New York, NY

9/2015 – 7/2016

Director, Branded Content

- Established and enforced branded content guidelines and standards for the team to adhere to
- Collaborated with sales and marketing to ensure client expectations are met both pre- and post-sale
- Lead brainstorming sessions to respond to RFPs with the best possible solutions tailored to each brand
- Managed day-to-day content creation for all branded editorial, video, interactive, and social content
- Expanded paid promotion across new distribution partners to cut costs while exceeding delivery goals
- Worked with internal teams to create a new, interactive product suite to incentivize repeat business

EVERYDAY HEALTH

New York, NY

3/2014 – 9/2015

Senior Editor, Custom Solutions

3/2013 – 3/2014

Senior Associate Editor, Custom Solutions

2/2011 – 3/2013

Associate Editor, Custom Solutions

- Managed 30+ custom projects funded by advertisers that bring over \$60 million in annual revenue
- Worked closely with sales development team on pitches for new projects and project renewals
- Collaborated with sales team to ensure all client expectations are met on each project once it's sold
- Assigned and edited or wrote articles, photo galleries, and quizzes for each project on tight deadlines
- Worked closely with 10+ freelance writers and editors to ensure aggressive deadlines are met
- Worked on new products from conception to design and development to increase user engagement
- Collaborated with a variety of off-site video producers to create compelling patient and expert videos
- Finalized all editorial content for production and worked with art department on corresponding images
- Performed quality review on new pages and ensure all bugs are fixed before new content is pushed live
- Wrote promotional and marketing email copy for custom editorial features
- Recipient of the company's "Above and Beyond" award in both 2012 and 2013

SPRINGER PUBLISHING

New York, NY

8/2010 – 2/2011

Marketing Coordinator

- Managed publishing process for 25+ catalogs and brochures each quarter
- Managed freelance copywriters and designers on book covers for 100+ books per year
- Managed copy and cover content on website and incorporated keywords for SEO
- Represented the company by attending annual society and association conferences and trade shows

8/2009 – 8/2010

Assistant Editor

- Drafted 60+ contracts each year for newly acquisitioned books and scheduled royalty payments
- Evaluated 100+ manuscripts, provided feedback to authors, and kept a permissions log for artwork
- Organized chapters and artwork, and made approved edits before sending materials to production
- Wrote back cover, website, and promotional copy for upcoming titles

HCPRO INC

Marblehead, MA

2/2008 – 8/2008

Associate Editor

4/2007 – 2/2008

Editorial Assistant

- Wrote and edited 12-page monthly print newsletter and managed it through copyedit and production
- Drafted video manuscripts, hired actors, and worked with video department on shot list
- Researched ideas, contacted sources, and developed and moderated monthly audioconferences
- Managed process for publishing government reprints
- Wrote and edited four weekly email newsletters

EDUCATION

- MS in Publishing, Pace University
- BA in Communication and Rhetoric with double minor in English and Journalism, University at Albany