

Shannon Koehle

T: (516) 780-4502 E: shannonjok@gmail.com



Experienced editorial manager who enjoys working in innovative, results-driven environments

Professional Experience

Content & SEM Coordinator, Digital Mark Group, Oct. 2016-Present (Portland, O.R.)

- Manage editorial calendar & SEM budget worksheet
- Build, optimize & budget for 30+ SEM campaigns totaling more than \$50K monthly
- Write titles & keywords, assign, edit, post 35+ monthly articles on WordPress for clients
- Manage team of remote freelance writers
- Write and edit DMG website, blog and sales content

Digital Content Specialist, go90 at Verizon, Nov. 2015-Aug. 2016 (New York, N.Y.)

- Developed and managed 90-day editorial calendar
- Contributed to overall project management of editorial/programming department
- Gathered weekly BI data to track analytics goals and influence content merchandising
- Performed daily quality assurance audits to ensure accuracy and consistent user experience

Part-time Bookseller, Barnes & Noble, March 2015-April 2016 (Carle Place, N.Y.)

- Upheld store operations, visual merchandising standards, shelving guidelines
- Above & Beyond store honoree, April 2015, Oct. 2015 & Feb. 2016

Publishing Intern, Folio Literary Management & Soho Press, June 2015-Dec. 2015 (New York, N.Y.)

- Evaluated fiction & non-fiction manuscript submissions
- Edited manuscripts and composed reader's reports on slush material
- Wrote monthly marketing emails

Communications Manager, EmPower Solar, Oct. 2012-June 2014 (Island Park, N.Y.)

- Wrote & edited digital and print content including website, blog, social media channels
- Organized marketing events and social campaign calendars

Editor, East Meadow Herald, Richner Communications, Aug. 2011-Oct. 2012 (Garden City, N.Y.)

- Reported and wrote daily articles on local events, people, organizations
- Managed digital content and kept readers informed using social media outlets

Content Coordinator, EmpowHER.com, June 2008-July 2011 (Scottsdale, A.Z.)

- Edited and wrote patient-focused on-deadline quizzes, slideshows, polls, articles
- Provided administrative and editorial support and served one year as office manager

Education

Arizona State University, May 2008 (Tempe, A.Z.)

Walter Cronkite School of Journalism & Mass Communication

- Bachelor of Arts in Journalism & Mass Communication, Minor in English Literature

Special Skills, Awards, Activities

- Poynter ACES Certificate in Editing (2014-Present)
- Proficient in WordPress, AP Style, Content Management Systems, Social Sites, MS Office
- Co-organizer, Pat Tillman Foundation Shadow Run in NYC (2014-2016)
- Completed triathlon (2014) & TD Five Borough Bike Tour (2014, 2016)