


AMANDA MCCORQUODALE

EDITOR + CONTENT STRATEGIST

SUMMARY

Award-winning digital marketing content editor, manager and strategist with more than 15 years of experience. Intellectually curious and creative problem-solver with a passion for building new content programs. Driven by metrics to constantly try new content, formats, and platforms. Always has the next big idea ready to execute.

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AWARDS

**BEST OVERALL
EDITORIAL – DIGITAL**
Content Marketing Awards
2022

**BEST USE OF LINKEDIN
IN CONTENT
MARKETING**
Content Marketing Awards
2022

**PUBLICATION
EXCELLENCE FOR
FEATURE WRITING**
APEX Awards
2021

**SINGLE ARTICLE
WINNER FOR B2B**
Folio Awards
2019

SKILLS

- Storytelling
- Content/Editorial Strategy
- Launching New Content Programs
- Building High-Performing Teams
- Streamlining Complex Workflows
- End-to-End Execution

EXPERIENCE

DIGITAL MARKETING CONTENT EDITOR + STRATEGIST

Integra LifeSciences / Princeton / 2020 – Present

- Built robust content marketing program from scratch of two division blogs with eight articles a month, two monthly newsletters, and two LinkedIn pages
- Conceptualize, produce, and distribute content to support 12 brands' digital presence and bring potential customers through the sales funnel
- Research, assign, write and edit articles, special reports, webinars, case videos, podcasts, infographics, tool kits, and white papers
- Strategize and execute gated content for lead generation
- Lead an in-house team of content creators and manage third-party vendors
- Cultivate constant and productive cross-divisional alignment with 12 brand teams
- Conceptualize and produce email marketing such as newsletters, nurturing emails and paid email campaigns as well as social media campaigns
- Created digital marketing playback of best practices, including optimal format and content deployment, for entire organization
- Conduct SEO research to identify target keywords for new article topics, and optimize content, metadata and headlines for SEO
- Interpret Google Analytics to identify future topics as well as opportunities to update existing content with SEO momentum
- Establish KPIs for content strategies to optimize spend, track campaign performance and ultimately measure ROI
- Perform social listening on target audience to identify topics

Key Achievements: Content program won two awards in first year, 195% increase in blog traffic and 35x organic search traffic in 2022, 40% open rates on newsletters, created company's first customer-facing podcast.

WRITER

2014 – 2020

Freelance wrote for range of B2C/B2B clients, specializing in distilling complex information. Interviewed C-suite subject matter experts and pitched story ideas.

- **Corporate Communications:** Walgreens, Clorox, Burt's Bees, Cisco, T. Rowe Price, USG
- **Content Marketing:** National Restaurant Association, 23andMe, Lands' End, American Airlines, Technomic, Harri, 7shifts, Integra LifeSciences
- **Journalism:** Gourmet, Restaurant Hospitality, Foodservice Equipment Reports, Mental Floss, Global Aquaculture Alliance, Communication Arts

Key Achievements: Won two awards and was recruited by a client for a full-time digital marketing role.

EDUCATION

COPYWRITING: THE ART AND CRAFT

Simon Fraser University
2008

MA, CULTURAL STUDIES

Carnegie Mellon University
2006

THE VISUAL DISPLAY OF QUANTITATIVE INFORMATION

Edward C. Tufte Design
Conference
2004

CERTIFICATE IN PUBLISHING

New York University
2001

BA, ENGLISH

Florida State University
2001

TECH SKILLS

- Canva
- Google Analytics
- Google Data Studio
- WordPress
- Workfront
- Hootsuite
- Buzzsprout
- Brandwatch
- BrightEdge
- Descript
- HubSpot
- LinkedIn Campaign Manager
- Microsoft Office
- SharePoint

EXPERIENCE

ASSOCIATE EDITOR AND CO-FOUNDER

The Huffington Post / Miami / 2012 – 2014

- Co-launched Miami edition
- Wrote and edited 4 stories a day
- Established site as local news authority
- Launched social media channels; drafted and posted content
- Managed freelancers and partnered with national news desk

ARTS AND CULTURE EDITOR

The Miami New Times - Village Voice Media / Miami / 2010 – 2012

- Launched culture blog (1st week: 7K hits, 9 months later: 97K hits) that was consistently the top traffic blog of the Village Voice weeklies
- Wrote 5 blog posts and assigned/edited 40+ blog posts a week
- Managed 20-plus freelancers
- Generated topic ideas and ideal execution
- Photo sourced, line and copy edited, fact checked, SEO optimized, and HTML coded all posts
- Established culture blog on social media channel, building a community and establishing a reputation at subject matter authority
- Blog quoted by The New York Times and ABC News

Key Achievements: Recruited by The Huffington Post to be one of the founding editors of The Huffington Post Miami.

EDITOR

Specialty Technical Publishers / Vancouver, BC / 2007 – 2009

- Edited over a dozen business and legal manuals
- Created style guides to keep multi-volume publications consistent

DEVELOPMENT EDITOR

W.H. Freeman Publishers / New York City / 2002 – 2004

- Developed bestselling statistics textbook and its 11 supplements
- Worked closely with trade book author to edit and write a non-majors biology text
- Edited an existing upper-level cell biology text to create a new edition for introductory-level students and guided science writer on new content

Key Achievements: Quickly promoted from Editorial Assistant to Development Editor, and regularly traveled to MIT and UCLA to work firsthand with academic authors.

ADDITIONAL EXPERIENCE

Photo Editor, Wine News Magazine / 2009 – 2010

Researcher, Duke University, Center for Documentary Studies / 2006