

# JESSICA MOORE

Digital Managing Editor

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United States, Chicago, IL

## PROFESSIONAL SUMMARY

Detail-oriented Digital Managing Editor with experience leading online editorial teams and crafting high-impact content strategies. Expertise in SEO optimization, content management, and data-driven decision-making to boost audience engagement and site performance. Proven ability to streamline editorial workflows and collaborate cross-functionally to drive digital growth.

## EDUCATION

### Bachelor's Degree in Digital Media

DePaul University / Graduated: May 2014

### Certifications

- **Google Analytics Certification** | April 2021
- **SEO Specialist Certification, SEO Training Academy** | February 2020

## SKILLS

- Digital content strategy and management Expert
- SEO optimization and keyword research Expert
- Editorial leadership and team management Expert
- Google Analytics, SEMrush, and Ahrefs proficiency Expert
- Content marketing and audience engagement Expert
- Cross-functional collaboration and communication Expert
- Web content management systems (WordPress, Drupal) Expert

## HOBBIES

- Photography
- Creative Writing
- Yoga & Wellness
- Travel & Culture

## EXPERIENCE



2018 - Now

### Digital Managing Editor Innovative Media Group / Chicago, IL

- Oversee all aspects of digital content production, ensuring high-quality, engaging, and SEO-friendly materials.
- Lead a team of 12 writers, editors, and designers to produce compelling digital content across multiple platforms.
- Implement SEO best practices, increasing organic traffic by 30% and improving search rankings.
- Develop and execute content calendars, aligning editorial strategies with audience insights and company goals.



### Senior Digital Editor Next Gen Digital / United States, Chicago, IL

- Edited, optimized, and proofread articles for SEO, clarity, and brand consistency.
- Partnered with web developers to enhance website content structure and improve UX/UI.
- Designed and implemented digital engagement strategies, increasing readership by 20%.

## VOLUNTEERING



2020 - Now

### Editor & Content Consultant Chicago Nonprofit News

- Assist local nonprofits in refining their digital content and improving online visibility through SEO strategies.



2019 - Now

### Workshop Facilitator Youth Digital Literacy Program

- Conduct workshops on digital storytelling, content creation, and responsible online engagement for high school students.