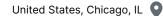
jessica.moore@gmail.com



JESSICA MOORE

Digital Managing Editor

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 Expert team management
- Google Analytics, Expert SEMrush, and Ahrefs proficiency
- Content marketing and Expert audience engagement

Expert

collaboration and communication Web content management Expert systems (WordPress,

HOBBIES

Drupal)

- Photography
- Creative Writing

Cross-functional

- 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.