

Monica Yvette Dennis

87 Ryan Ave. • Stratford, CT 06615 • Phone: (203) 209-7129 • email: mydmail@sbcglobal.net
LinkedIn Profile: <http://www.linkedin.com/in/monicaydennis>

SKILLS:

Proficient in Office products on both Mac and PC; proficient in OpenCMS, Liferay, Joomla and WordPress content management systems; proficient in Calibre e-book management; Google Analytics and other Google programs; and SEO optimization

PROFESSIONAL EXPERIENCE:

On-Call Editing, Stratford, CT

Jan. 2017 – present

Founder

- Book/article editing
- Coaching authors
- Facilitating publishing process/marketing for first-time authors

Belvoir Media Group, Norwalk, CT

April 2016 – April 2018

Managing Editor, Harvard Health Publications/Website

- Manage 4 Executive Editors and 3 freelancers to create new content for Harvard site
- Manage SEO optimization/update of current website content
- Manage production schedule for over 60 special health reports
- Manage schedule and production of short special health reports
- Proof daily emails
- Proof/create e-versions of special health reports

dLife, For Your Diabetes Life, Westport, CT

June 2005 – April 2016

Managing Editor

May 2012 to April 2016

Senior Editor

October 2006 to May 2012

Editorial Assistant

June 2005 to October 2006

- Supervise select team of editorial staff members, 40+ freelancers, columnists, experts and interns
- Direct \$54,000+ budget
- Work with team to develop diabetes education program to meet accreditation requirements
- Perform reviews for staff members and contract negotiations with outside content providers
- Develop a long-term editorial calendar
- Analyze, create and implement website growth strategies
- Edit, write and regulate content creation and maintenance for use as articles, slideshows, quizzes, tips, and TV and radio transcripts
- Create and maintain content using the Liferay and WordPress content management systems
- Collaborate with select *dLifeTV* team to create and implement content ideas including script editing and content prep work for video use
- Work with clients and partners to create newsletters, tip cards, wallboards and sponsored websites
- Oversee SEO and social media planning and implementation
- Write weekly e-newsletter
- Coordinate with sales, marketing and IT to fulfill content needs
- Resolve inter-department project issues
- Moderate dLife community; answer member emails, complaints and other forms of external customer service
- Assist with multiple website redevelopment projects

Diabetes in Control, Ewing, NJ

October 2014 – Present

Freelance Newsletter Production Assistant

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- Assist in the creation and scheduling of 3-4 weekly newsletters for the diabetes professional audience.

Trilegiant Corporation, Norwalk, CT

December 2000 – June 2005

Copy Editor

- Wrote, edited and provided revisions for over 2,200 direct marketing jobs meeting 4-hour deadlines and 1-hour priorities

Connecticut Post, Bridgeport, CT

June 1993 – November 2000

Copy Editor

- Read, edited, and paginated news, features and business stories in A section

EDUCATION:

Longwood College, Farmville, VA

Bachelor of Art: English

The Poynter Institute, St. Petersburg, FL

Newsriting/Editing Fellowship

Sacred Heart University, Fairfield, CT

Coursework complete for Master of Art: Religious Studies

Goal Imagery Institute

Coach training, working toward ACC credentialing

ENRICHING EXPERIENCES:

Chaplain Internship – Bridgeport Hospital

Bridge Fund Assistant via Ambassador AmeriCorps – Family Services Woodfield