

Debra Ronca

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LINKEDIN: <http://www.linkedin.com/in/debbieronca> -- PORTFOLIO: <https://debbieronca.contently.com/>

Dedicated, creative senior editor/writer with extensive experience creating award-winning articles, training, websites, social media, SEO, and other traditional and digital content.

I Can Help You With:

- Copywriting and content creation
- Editing and proofreading
- Social media management
- Marketing and branding
- Employee engagement

Skills Summary:

Copyediting & proofreading	SEO content & concepts	Press releases & internal comms
Writing (technical, marketing, & creative)	PPC/SEM landing pages & content	B2B & B2C writing
Social media management and engagement	Storyboarding & PPT decks	Project & vendor management
Company & talent branding	Website design	Information architecture
Instructional design	Website usability	Social networking
	Digital marketing & content consultation	Staff supervision & development

Professional Experience:

Senior Copywriter – Digital Law Marketing – Nashville, TN. *August 2019 to present*

Create online content for attorneys nationwide. Work with SEO and project managers in editing, content creation, blogs, websites, and press releases.

Writer/Editor and Content Specialist, Freelance – Somerset, NJ. *January 2003 to present*

Edited, wrote, and designed content for a variety of clients. Highlights: Contributing writer for the Webby award-winning website *How Stuff Works* and *The Learning Channel (TLC)*. Created a variety of articles; subjects ranging from scientific to pop culture to trends to history. Content writer for Digital Law Marketing, an internet marketing firm specializing in legal websites and blogs. SEO copywriter for Bed Bath & Beyond's website. Set up and maintain Facebook Business presence for several local businesses.

Edited storyboards for pharmaceutical education, medical editing, and instructional design for Tricore Interactive. Created and edited website content for Pathfinder Consulting Group's clients. Developed course storyboards with Kaplan/Eduneeering. Trained InfoMedia Designs and Nationwide Insurance employees/agents on a customer service software package. Designed and developed a website portal for Prudential's internal learning organization, including information architecture recommendations.

Manager – Talent Marketing, GEP Worldwide – Clark, NJ. *June 2016 to October 2017*

Work with the marketing team to drive awareness and engagement to the GEP brand. Regularly blog and post meaningful content on social media aligned with GEP's vision. Collaborate with senior executives, teams and colleagues to produce and disseminate relevant and engaging content to attract talent. Initiate and execute both inbound and outbound marketing campaigns to further the company brand and culture.

Content Manager, Strategic Legal Web – Stuart, FL. *May 2015 to December 2015*

Legal SEO/web content for the SEO team at Strategic Legal Web. Clients were lawyers from around the country. Editing, content creation, social media consulting, SEO, content quality assurance. Managed a team of four writers, created a style book and project tracking system.

Content Specialist, Martindale LLC – New Providence, NJ. *July 2010 to November 2013*

Formerly Lexis Nexis Martindale Hubbell. Part of content team responsible for blog creation for attorneys nationwide. Responsibilities included writing, editing, content vetting, content creation, PPCs, SEO, press releases, and managing workflow.

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Senior Developer, CRKInteractive – Somerset, NJ. *October 1999 to December 2002*

Soft-skills and technical training company. Designed storyboards, edited all content, created website copy, performed quality control and user testing. Created and edited soft-skills and technical training. Client list included Bayer, AT&T, CBCBiomed, Prudential, and other major corporations.

Technology Specialist, Lucent Technologies Learning & Performance Center (LPC) – Piscataway, NJ. *March 1998 to September 1999*

Internal training facility for Lucent employees. Worked with LPC managers in internal training facility for Lucent employees on the development of technology-based learning projects (including intranet and CD-ROM) with a focus on web-based courses/reference materials.

Volunteer:

Social Media and PR Head, Jerzey Derby Brigade Roller Derby – Morristown, NJ. *January 2012 to May 2014*

Managed social media and public relations for local women's roller derby team. Created and managed Twitter, Facebook, Instagram, and Pinterest accounts. Redesigned team website with SEO and moved to top five of Google search results. Wrote press releases, brainstormed public events and contests, continually kept social media updated and interactive with fans, as well as pulling in new likes and users at bouts and events.

Education:

Georgia Institute of Technology Continuing Education. Atlanta, GA and Somerset, NJ. 1995

Completed Multimedia Certificate Program, joint offering by Georgia Tech and AT&T School of Business & Technology.

The College of New Jersey. Ewing, NJ. **B.A. in English** 1991

Other Skills:

- Experience in multiple CMS platforms
- PC/Mac
- SEO best practices
- Photoshop
- Trello
- Hootsuite
- Light graphic design
- HTML
- Microsoft Office
- WordPress
- Cision
- Basecamp
- Social media best practices

References & writing samples available upon request

Digital portfolio available at: <https://debbieronca.contently.com/>