

## RYAN D WATTERS, ELS

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3005 W Gunnison Street Apt 3e

Chicago, IL 60625

### Objective

A position as a web editor, web writer, or content strategist in a dynamic digital marketing agency.

### Related Experience

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#### Digital Content Manager, College of American Pathologists

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December 2015—Present

##### Responsibilities include, but are not limited to

- Developing new metadata schema (leveraging DCMI)
- Content lead on new publishing platform project (begins Q1 2017)
- Acting as a developmental editor and ghostwriter for 50+ highly engaged members creating new, long-form content
- Maintaining internal Digital Writer's Guide
- Managing new distributed authorship model for membership-related content, including new editorial processes and committee presentations to promote member engagement
- Managing editorial calendars, presenting on web best practices, and entering updates into the CMS

##### Accomplishments

- Developed the organization's first web-based style guide and documentation site at [digital.cap.org](http://digital.cap.org) (internal only)
  - Developed [cap.org](http://cap.org)'s first editorial mission statement under a new distributed ownership model and defined a new editorial direction focusing on long-form content, publishing best practices, and SEO
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#### Senior Medical Editor, Precision for Value

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June 2015—December 2015

Responsible for all editorial oversight of the company's two largest clients (Astellas and Lilly).

##### Responsibilities included, but were not limited to

- Fact checking and version control
- Management of client-specific style guides and branding standards
- Working with Account Managers, Medical Writers, and Project Managers during project kickoffs, scheduling, and process improvements

##### Accomplishments

- Spearheaded project with IT and medical writers to develop a new reference management system and wiki-based style guide

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## Editor, AAP.org, American Academy of Pediatrics

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February 2014—June 2015

Responsible for the editorial mission of the organization's flagship website. AAP.org receives over 1.2 million pageviews per month.

### **Responsibilities included, but were not limited to**

- Content strategy for the site's refresh project and member collaboration project
- Management of more than 100 subsites and 50,000+ pieces of content on a site built on a distributed authorship model with dozens of authors
- Lead permissions cleanup project and acted as main point of contact for consultants to standardize permissions groupings and inheritance within the site's CMS
- SharePoint 2013 CMS training of three web content assistants, as well as other colleagues across the Academy
- Standardize editorial workflow and site migrations, including development of a tutorial site, content auditing worksheets, and metadata framework (schema, vocabulary, content models)
- Google analytics review and reporting and oversight of the department's video DAM (Ooyala)

### **Accomplishments**

- STAR Award (quarterly employee recognition) for the Department of Marketing & Publications and the Department of Public Affairs
- Combined editorial calendars between AAP.org and HealthyChildren.org to better unify content strategy between the organization's main member-facing and public-facing web properties
- Automated a complex editorial workflow that reduced turnaround for content-related requests from 1 week to less than 24 hours; the workflow leveraged our intranet (SharePoint 2013), as well as InfoPath, SP Designer, and Outlook, and custom front-end code
- Developed all front-end code for the AAP's Literacy Toolkit (<https://littoolkit.aap.org>), a responsive website introduced by Hillary Clinton during the AAP's National Conference & Exhibition (2014, San Diego)

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## Managing Medical Copy Editor, American Academy of Pediatrics

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November 2011- February 2014

Responsible for tracking, managing, and copy editing submissions from 100+ pediatricians for 9 PREP® Self-Assessment products designed for generalists, as well as subspecialists in the fields of nephrology, hospital medicine, infectious diseases, adolescent medicine, pulmonology, developmental-behavioral medicine, intensive care, hematology-oncology, and emergency medicine. Staffed monthly live peer-review sessions that included 10 hours of real-time, in-meeting editing, focusing heavily on disambiguation of complex subject matter and translation of spontaneous discussion into concise educational materials for thousands of Academy members.

### **Responsibilities included, but were not limited to**

- Developing production schedules and editorial workflows

- Training new writers (pediatricians [general and subspecialist]) in preferred style and basic copyright law
- Managing freelance medical copy editors and quality control of freelance content
- Management and training of one direct report (ie, a junior medical copy editor)

### **Accomplishments**

- Spearheaded a SharePoint team site for the full line of digital subspecialty products, thus reducing post-peer-review lead time from 4 weeks to 48 hours; the project included a business proposal, BPMN process modeling, document management system (DMS) research, and volunteer training
- Development of a division-wide, wiki-based style guide (addendum to AMA 10) on the organization's intranet (SharePoint 2013)

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### **Contract Medical Writer (Multiple organizations)**

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July 2008 — Present

#### **Select Contract Work:**

- CORPAK MedSystems, Buffalo Grove, IL - Developed white papers and business cases for the CORTRAK Electromagnetic Feeding Tube Placement System and CORTRAK 2 EAS for the marketing department and sales team at CORPAK. Also developed scientific posters and abstracts for Clog Zapper, a proprietary formula used to maintain feeding tube patency in enteral feeding patients.
- Agentive Marketing, Belle Mead, NJ - Developed three educational modules detailing the vascular anatomy of the breast and the anterior abdominal wall for LifeCell (Somerville, NJ). The modules are used to educate sales representatives about a product that treats hypoperfusion in patients who have undergone TRAM reconstructive breast surgery.
- Thoracic Surgery Directors Association, Chicago, IL - Edited the Thoracic Surgery Resident Association (TSRA) 2011 Review of Cardiothoracic Surgery. The 282-page text was designed as a concise review of current thoracic surgery practice.

### **Education & Certifications**

English Studies BA, Illinois State University — May 2003

Certified Professional Medical Writer (CPMW), University of Chicago Graham School — September 2010

Board Certification, Editor in the Life Sciences (ELS) — June 2012

### **Skills/Software**

- Microsoft Office 2010/2013/Office365 (including SharePoint Online, Access web apps, Visio services, Word 2013, Excel, PowerPoint, InfoPath), Google Drive, iWork suite
- Content Management Systems: SharePoint 2010 (DMS), SharePoint 2013 (DMS, WCM), Wordpress, Craft CMS, Webhook CMS, Ghost
- Static Site Generators: Jekyll, Hugo

- HTML5 (including semantics and its relationship to SEO and structured content, 508 compliance and accessibility), CSS3 (including Sass preprocessing and responsive design principles), Javascript (ES5.1, ES2015 [Babel], Node.js, and jQuery 2.x), git/GitHub
- BASH/Unix command line
- I am an active participant in the Chicago web community and attend meetups on front-end development, content strategy, and web accessibility

**In addition to references, I am able to supply samples of the following:**

- Tutorial websites
- Workflows
- CMS business proposal
- Medical writing and editing (eg, newsletters, white papers, peer-reviewed content)
- Editorial process maps
- Content strategy (including content audits, content typing, and core modeling exercises)
- Front-end development sample websites (including front-end development code samples and responsive design [GitHub repositories])
- Metadata schema
- Style guides