

RYAN D WATTERS, ELS

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Objective

A position as a digital content manager in a dynamic nonprofit organization that values editorial and content strategy —particularly with respect to web-based technologies—as an effective means of delivering member value.

Related Experience

Senior Medical Editor, Precision for Value

June 2015—Present

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

Additional responsibilities include, but are 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 include

- Currently working with IT and our 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

February 2014—June 2015

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

Additional 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
- Standardizing editorial workflow and site migrations, including development of a tutorial site, content auditing worksheets, and a metadata framework (schema, vocabulary, content models)
- Google analytics review and reporting, oversight of video DAM (Ooyala)

Accomplishments include

- 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
- 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)

Managing Medical Copy Editor, American Academy of Pediatrics

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.

Additional 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)

Contract Medical Writer (Multiple organizations)

July 2008 — Present

Select Contract Work:

- CORPAK MedSystems, Buffalo Grove, IL - Developed white papers and business cases for the CORTAK Electromagnetic Feeding Tube Placement System and CORTAK 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 practice.

Education

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

Advanced Javascript Certification, O'Reilly School of Technology — January 2016 (in process)

Skills/Software

- Microsoft Office 2010/2013/Office365 (including SharePoint Online, Access web apps, Visio services, Word 2013, Excel, PowerPoint, InfoPath), iWork suite
- **Content Management Systems:** SharePoint 2010 (DMS), SharePoint 2013 (DMS, WCM), Webhook CMS, Jekyll, Ghost
- 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], and jQuery 2.x)
- I am an active participant in the Chicago web community and regularly attend meetups on front-end development, content strategy, and web accessibility

In addition to references, I have provided the following references for the College of American Pathologists at <https://ryansportfol.io/samples/>:

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