Betsy Sallee

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I'm a senior editor and writer experienced in creating compelling content for highly technical SaaS companies. I'm known for delivering on time, collaborating with other teams, and never letting sloppy copy slip through the cracks.

Employment History

Postman, Remote   September 2022-Present
Senior Editor, Content Marketing

- Spearheaded an SEO-based content initiative, which involved researching and writing 13 ~1,500 word articles on API-related topics in less than three months
- Provide structural and sentence-level edits to writers on a range of blog posts, including product announcements, company announcements, and thought leadership pieces
- Work closely with the SEO manager to identify opportunities and develop content strategy
- Write and edit internal communication for the leadership team

Datadog, New York, NY
Team Lead, Technical Content Editor   March 2021-August 2022

- Continued to perform all previous responsibilities while managing a team of writers, developing new processes, interviewing candidates, and driving content strategy

Associate Editor   May 2020-March 2021

- Wrote, edited, and researched highly technical blog posts, as well as web copy, product briefs, case studies, and communication plans
- Provided detailed editorial feedback on content, structure, syntax, and tone to writers
- Worked closely with subject matter experts to ensure clarity and technical accuracy

Bustle Digital Group, New York, NY
Junior Engineer   September 2018-February 2020

- Built production-ready reusable and scalable components in React/Preact for use on all of BDG's properties, as well as its CMS
- Wrote and implemented Apollo Client queries and mutations to interact with BDG's GraphQL API
- Used advanced CSS to create and maintain sleek user interfaces across all of BDG's properties

Penguin Random House, New York, NY
Assistant Editor   December 2015-March 2018

- Line edited manuscripts and composed editorial letters to award-winning and best-selling authors
- Wrote book descriptions for marketing and retail use

Editorial Assistant   July 2013-December 2015

- Liaised between the Editorial Department and the Production, Marketing, and Publicity Departments
- Communicated with external vendors to clear text and image permissions for upcoming titles

Publications

- **Selected Technical Publications:**
    - ["API Design Overview," Postman](#)
    - ["API Observability Overview," Postman](#)
    - ["Monitor HiveMQ with Datadog," *The Monitor*](#)
    - ["Incorporate Datadog Synthetic Tests into your CI/CD pipeline," *The Monitor*](#)
    - ["A Beginner's Guide to React," *Noteworthy—The Journal Blog*](#)
- **Poetry Publications:**
    - ["Betsy, come to breakfast," *Pinwheel*](#)
    - ["My Tell," *DIAGRAM*](#)
    - ["In Case of Emergency," *Nat. Brut*](#)
    - ["Every Day I Don't Die Is a Near Miss," *No, Dear*](#)

Education

Wesleyan University, Middletown, CT   May 2013
        Bachelor of Arts, 3.88 GPA
        English (Creative Writing): Departmental Honors

Flatiron School, New York, NY   August 2018
        Software Engineering Immersive focusing on JavaScript, React, and Ruby on Rails