

# 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

- Continue 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

- Write, edit, and research highly technical blog posts, as well as web copy, product briefs, case studies, and communication plans
- Provide detailed editorial feedback on content, structure, syntax, and tone to writers
- Work 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