1. Edited and sourced images and videos using [Software] and [Software].
2. Managed content distribution to online channels and social media platforms.
3. Directed content of website by gathering information and integrating data from other departments, including [Type] and [Type] departments.
4. Maintained content marketing calendar to schedule all aspects of creation and delivery.
5. Conducted [Timeframe] content audits to identify gaps and redundancies of content.
6. Collaborated with marketing and design teams to develop and plan site content, layout and style.
7. Streamlined functions by developing and implementing processes and task management ticket systems.
8. Used content management system to analyze user engagement and website traffic metrics.
9. Led team of [Number] copywriters and content writers to oversee results of job performance.
10. Utilized analytics and site metrics to determine areas of improvement.
11. Approved, reviewed and edited all content flowing to website, approving over [Number] pieces of content per [Timeframe].
12. Revamped email marketing strategies to increase open and click through rates [Number]%.
13. Worked with graphic artists, post-production team members and other specialists to produce captivating and successful content.
14. Conducted editorial meetings with staff members to collaborate and review proposed publication suggestions.
15. Led team of [Number] staff writers in production of content for daily newspaper.
16. Delegated and tracked each staff member's assignments and deadlines.
17. Coordinated [Type] content and topics with editor and chief.
18. Planned events to generate awareness of [Type] publication and raised funds over $[Amount].
19. Provided concise and constructive editorial feedback to writers by [Action].
20. Proofread, edited, and evaluated final copy to verify content aligned with established guidelines.
21. Pitched content strategies and managed [Type] asset acquisition.
22. Hired, trained, and provided daily direction for [Number] employees.