

Holly Poulos

Editor and Writer

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SUMMARY

Highly organized and meticulous instructional designer, editor, and writer. Experienced in developing and writing technical, educational, and marketing content. Skilled at technical editing and improving readability of complex materials for mainstream audiences. Expert in the AP Stylebook and at conducting developmental, line, and copy edits.

PROFESSIONAL EXPERIENCE

Google (contracts via staffing agencies: Synergis IT/Creative & Adecco) | September 2017–Present

Instructional Designer/Editor (full time) | September 2021–Present

- Audit instructional materials for Google Registered Apprenticeships in digital marketing and UX design
- Design and develop hundreds of hours of interactive instructional content for publishing verticals Applied Digital Skills (global reach: 1M+ users) and Google Career Certificates (2.5M+ enrolled learners), designed to prepare adult and middle-/high-school learners with digital, technical, and creative skills for in-demand careers and continuing education
- Integrate project-based learning approaches with video delivery to teach artificial intelligence (AI), cybersecurity, Google Workspace, data analytics, cloud services, UX design, and college and career readiness
- Consult with Google subject matter experts (SMEs) to maintain high standards and accuracy of content
- Identify and recommend new processes and methods for addressing skill and knowledge gaps; scope curriculum for new projects, identify learning objectives, and understand assessment needs
- Collaborate with technical project managers, developers, marketing team, lead instructional designers, and other stakeholders to improve learner engagement, increase retention, and refine style guide

Developmental Editor/Content Writer (full time) | September 2017–September 2019; April 2020–September 2021

- Developed, researched, and wrote original educational content for the Google Career Certificate in UX Design (1M+ enrolled learners; 4.8/5-star rating), including curriculum, syllabus, and video scripts, to further adult education in workplace skills; acted as key member of the writing team, from initial development to launch; collaborated on more than 350 content videos; audited material to ensure quality and consistency across content
- Distilled complicated concepts into actionable content and learning objectives for diverse learners
- Wrote, copy edited, and provided substantive edits on original scripts for over 50 project-based video lessons teaching technical skills for Google's Applied Digital Skills curriculum; maintained Google's voice and tone; optimized for SEO
- Provided editorial feedback for hundreds of educational content videos via Frame.io software
- Assisted team in creating and publishing over 80 web-based lessons in 12-week sprint
- Contributed to the customizing and scaling of content across educational audiences, including libraries, community colleges, and universities; focused on inclusivity by creating equitable and accessible resources
- Planned and executed email marketing campaigns, including selecting content, writing copy, and consulting on subject matter; contributed to a 46% increase in new customer sign-ups YOY after producing a month-long back-to-school campaign in 2019

Association for Supply Chain Management | January 2019–Present

Freelance Content Marketing Writer/Ghostwriter; Copy Editor (part-time)

- Pitch and write feature articles and blog posts from original interviews with industry experts and in-depth research in the fields of supply chain, economics, and education
- Ghostwrite weekly blog posts and other content marketing materials featuring timely topics in supply chain
- Copy edit articles using Microsoft Track Changes and AP style; proofread final galley proofs in Adobe Acrobat

MJH Life Sciences | November 2019–April 2020

Copy Editor (full time)

- Copy edited, proofread, and fact checked magazine features, marketing materials, and creative collateral, in Microsoft Word and Adobe Acrobat, using AP and AMA Styles; followed Agile/Jira project management

Fisher College | August 2017–June 2024

Senior Adjunct Instructor, Communications; Division of Graduate and Professional Studies (part-time)

- Taught part-time and mentored Boston-based and international undergraduate students in the field of communications: Provided reading and discussion materials, managed classroom discussions via Blackboard, hosted lectures over video conference, and assigned and graded original student work

Pearson Education/Sandbox Networks | May 2006–December 2016

Senior Editor, TeacherVision.com (full time) | 2015-2016

- Published a website with 22K content pages, 1.1M monthly visitors/8M views; proofread all new content, editorial and marketing newsletters, and press releases for clarity and grammar, following in-house style
- Devised and maintained editorial calendar outlining topics of focus for website, newsletters, and SEO to increase website traffic
- Remotely managed internationally located contract employees' and interns' projects, daily tasks, and schedules; delegated assignments to free up staff workload; and mentored interns to increase their knowledge of the company and industry
- Created technical documentation and training guides; directly trained interns, editors, and marketing specialists on producing newsletters, building new and editing existing webpages, and using a content management system and other tools
- Led QA and functioned as website expert while assisting in the management of major migration onto new CMS and information architecture system; relaunched on schedule with minimal disruption to site and project scope
- Increased newsletters' mobile readiness by managing two redesigns: Created editorial requirements and collaborated with Design and Marketing departments to implement responsive design and restructuring
- Reported website bugs and assigned tasks to IT, design, and marketing team members using JIRA Project Management/Polaris Issue Tracking systems; used Agile methodology to follow bugs during testing

Editor/Web Content Specialist, TeacherVision.com & Infoplease.com (full time) | 2006-2015

- Pitched, researched, and wrote original articles, lesson plans, newsletters, and other content in HTML following in-house style guide, SEO, and internet best practices
- Grew circulation of email newsletter from 460K in 2010 to 556K in 2015; conducted A/B testing for optimization; edited for proper use of HTML and CSS
- Partnered with design and marketing teams to develop and implement house ads for website, newsletters, and Facebook; collaborated with front-end developers and backend engineers to ensure timely release of new products and updated content
- Acquired and integrated new content from publishing companies, such as HMH, Simon & Schuster, PBS-WGBH, and Penguin Random House

EDUCATION

- **Master of Professional Writing (MPW)**, *magna cum laude*, Chatham University
- **Bachelor of Arts (BA), English**, Minor in Creative Writing, *cum laude*, College of Charleston, Honors College

SKILLS

Content Writing | Ghostwriting | Copy editing | Developmental editing | Technical editing | Proofreading | CMS (incl. Drupal) | Google Workspace | Email marketing | SEO | Technical writing | AP Stylebook | Chicago Manual of Style | HTML | Frame.io | Microsoft Office | Adobe Acrobat | Blackboard LMS | Articulate 360 | Oracle Responsys | Agile | Slack | Jira | Remote work | Mentoring | Training | Teaching