

Ray Sylvester

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SUMMARY OF QUALIFICATIONS

Editor, writer, analyst, and research manager with experience in a range of fields, including ecommerce/retail, B2B/B2C technology, health and nutrition, surgical/clinical technologies and trends, and international development. Extensive skill set includes copyediting, copywriting, ghostwriting, manuscript editing, market research and analysis, content strategy, digital marketing, strategic account management/client services, and employee management and mentoring.

PROFESSIONAL EXPERIENCE

[Winning Edits](#), Columbus, OH (remote)

Editor/Writer

3/2017–Present

- Craft and edit web content, including writing blog articles and designing landing pages, for a range of clients in the worlds of digital marketing, ecommerce, health and fitness, and more
- Consult with clients on content strategy and publishing strategy, both digital and print
- Guide independent author clients through the process of crafting their book manuscripts as a manuscript editor, and polishing those manuscripts for publication as a copyeditor
- Ghostwrote updated content for second edition of memoir for key client, a world-renowned name in the online business space
- Wrote and edited articles for [Hyperlink](#), a deluxe print and digital magazine that covers the culture of commerce and connected engagement for brands and consumers
- Managed and edited (3/2017–6/2018) both [internal blog](#) and [Hyperlink](#) blog, including developing and managing each blog's content pipeline and calendar

[Rocket Code \(now BVAccel\)](#), Columbus, OH (remote)

Senior Content Specialist

8/2015–3/2017

- Developed and executed content strategy for digital agency that focused on website optimization and software solutions for ambitious ecommerce brands
- Drove vision for expansion of content efforts across new and existing channels, as well as the future integration of content design and content marketing as a core service offering to Rocket Code clients
- Led agile development process, encompassing content and UX design, for extensive build-out of company website
- Wrote, edited, and managed schedule and production of authoritative articles for [company blog](#) and external partner sites such as [Shopify Partners](#) and [Optimizely](#), and foster editorial relationships with other companies in the ecommerce space
- Curated content and wrote copy for email newsletters, and managed mailing lists

[EditIntuitive](#), Leeds, MA

Freelance Editorial Consultant

12/2012–Present

Provide editing and writing services to independent authors and clients. Print and digital publications and services include:

- [CindyJobs.com](#) [Content Design/Architecture, Copywriting, Copyediting] 8/2018–9/2018
- [New Old Way](#) [Manuscript Editing, Copyediting] 7/2018–9/2018
- [The Art Is Long](#) [Manuscript Editing, Copyediting] 10/2016–5/2017
- [The Ketone Cure](#) (forthcoming) [Manuscript Editing] 6/2016–12/2016
- [Paleo Magazine](#) [Copyediting] 5/2014–8/2016
- [Paleo Fitness](#) [Copyediting] 4/2015–8/2016
- [Prose Media](#) (industry-focused ebooks, blog articles) [Copyediting, Writing] 11/2015–2/2016
- [Paleo Magazine Readers' Favorites Cookbook \(2015\)](#) [Copyediting] 7/2015–9/2015
- [Heal Your Gut, Heal Your Life](#) (forthcoming) [Manuscript Editing] 1/2015–7/2015
- [Dough Nation](#) [Manuscript Editing] 12/2014–5/2015

- [Paleo Magazine Readers' Favorites Cookbook \(2014\)](#) [Copyediting] 7/2014–9/2014
- [How to Start a Food Truck: The Definitive Guide](#) [Copyediting] 7/2014
- [Digestive Health with REAL Food: The Cookbook](#) [Copyediting] 10/2013–12/2013
- [The Paleo Dieter's Missing Link](#) [Manuscript Editing, Copyediting] 5/2013–10/2013
- [Paleo Magazine Readers' Favorites Cookbook \(2013\)](#) [Copyediting] 7/2013–9/2013
- [Digestive Health with REAL Food](#) [Manuscript Editing, Copyediting] 12/2012–5/2013

Winning Edits, Columbus, OH (remote)

Customer Support Specialist

8/2014–7/2016

- Managed email technical support channel for the [Smart Podcast Player](#), a WordPress plugin developed by [Smart Passive Income](#)
- Collaborated with software development team to perform extensive product testing, and to prioritize feature development and bug fixes
- Wrote and edited user support documentation at <http://support.smartpodcastplayer.com>

Amazon Services, Seattle, WA

Marketing Manager, North America Sales Self-Service Registration (SSR) Team 1/2014–6/2014

- Uncovered business development opportunities and created marketing materials aimed at self-service-registered (SSR) Amazon sellers
- Created and edited content for email marketing materials, seller-facing videos, seller surveys, printed collateral, and other communications and initiatives
- Collaborated with graphic design, legal, PR, marketing automation, and other internal teams and stakeholders on strategy and review of marketing content
- Co-designed, delivered, and analyzed results of major survey to identify pain points of recently launched SSR sellers

Mass Account Manager, North America Sales Account Management Team 9/2012–1/2014

- Co-developed innovative model for seller business development/mass account management and collaborated on business development initiatives that drove \$34MM in incremental gross merchandise sales in 2013
- Directed internal stakeholders including marketing automation, legal, PR, seller support, and other teams on campaign design and content strategy/review
- Created and edited content for business development campaigns, including seller-facing emails and videos
- Conducted in-depth analyses (utilizing in-house and/or industry data) to evaluate past campaigns, inform future initiatives, and answer other business questions; and elucidated findings in white papers
- Drove successful initiatives to develop and improve processes for seller contract renewals and monitoring
- Co-designed, delivered, and analyzed results of survey on seller attitudes about Amazon's automated business development recommendations

NM Incite (a [Nielsen/McKinsey](#) joint venture), New York, NY

Sales Engineer

5/2012–8/2012

- Provided technical/technological support to sales and client development teams for Nielsen's My BuzzMetrics social media insights platform (including metrics dashboard and API)
- Co-managed release of major 2.0 platform upgrade to worldwide client base: Conducted demos and trainings for internal and external users, and worked with development team to triage bugs and issues during beta phase
- Took initiative to create in-depth how-to videos from scratch on key features of My BuzzMetrics 2.0

Strategic Account Manager, Technology Team

12/2011–5/2012

- Oversaw strategic direction of technology research vertical; coordinated U.S. and international research
- Worked with client development/sales team to drive client satisfaction and support new-business efforts
- Managed research components of multiple high-profile in-house and McKinsey consulting engagements
- Developed framework to aid collaboration and client communication within research and client

development teams for company-wide business process improvement (BPI) effort

Senior Analyst/Research Manager, Technology Team

1/2010–11/2011

- Guided research providing social media insights and strategic guidance to consumer- and business-focused technology clients; moved from position of new analyst to overseeing research team within five months
- Managed team of U.S.-based analysts; provided final edits on all research reports; conducted performance reviews; mentored analysts on research, writing, time management, and other skills
- Partnered with sales and business services teams to scope, secure, and schedule five- and six-figure projects
- Oversaw international research engagements for several clients, coordinating international NM Incite teams
- Designed and led social media portion of widely published [study](#) on consumer content-sharing habits
- Led pilot research program for CPG client that led to multi-year, multimillion-dollar engagement
- Received internal “Simply Excellent” award two years in a row for leading five-country study for large technology client
- Edited company blog posts
- Recruited and interviewed analyst candidates, and co-developed analytical-skills assessment test

[Advisory Board Company, Washington, DC](#)

Senior Writer/Editor, *Horizon Scan Monthly*

12/2008–5/2009

- As lead writer and editor, directed the creation of a monthly newsletter on trends in medical technology and hospital innovation sent to over 50,000 hospital administrators around the U.S.
- Managed design, layout, and distribution of website and PDF versions on a demanding schedule
- Collaborated with research teams to develop story ideas on a range of topics
- Interviewed physicians, hospital administrators, industry representatives, and thought leaders
- Received internal and external praise for feature-length articles on hospital trends and developments

Research Analyst/Senior Research Analyst, Technology Insights

8/2006–11/2007 • 5/2009–11/2009

- Advised hospitals on clinical, financial, and operational considerations of investment in surgical technologies
- Conducted research and analysis based on primary literature, data from clients and other sources, and interviews with clinicians, administrators, and industry representatives
- Conducted net present value (NPV) analyses to guide hospital investment decisions in high-end surgical technologies, including the \$1MM+ da Vinci robotic surgery system
- Lead-wrote, edited, and distributed *Inside TI*, a monthly email/web newsletter to clients on recent research
- Addressed hospital leaders’ pressing questions in direct telephone consultations
- Created and presented web-based teleconferences to member hospitals on major topics of interest
- Investigated clinical technology developments to identify and cultivate new areas of research

[Chemonics International Inc., Washington, DC](#)

Project Management Associate

11/2007–12/2008

- Supported Africa-based field teams for several projects at international development contracting firm
- Helped identify and implement critical 30 percent cost savings for a Madagascar agribusiness project
- Wrote and edited progress reports, subcontracts, scopes of work, and employment agreements
- Provided research, writing, editing, recruiting, and management support for project proposals
- Lead-coordinated RFP response for a central African political-transition project, including managing proposal team and directing production of final proposal document
- Collaborated with internal support teams on personnel, travel, accounting, procurement, and other issues
- Developed report on socially responsible investment (SRI) fund options for company’s 401(k) committee

[Kirkpatrick & Lockhart Nicholson Graham \(now K&L Gates\) LLP, Washington, DC](#)

Paralegal

9/2005–8/2006

- Acted as legal assistant to partner and associate attorneys in investment management arm of national firm
- Conducted legal and financial research and served as liaison between attorneys and client firms

- Edited prospectuses and annual reports for large mutual fund manager
- Drafted legal materials for attorney review, including board reports and audit response letters

EDUCATION

Brown University, Providence, RI

Bachelor of Arts, Development Studies

9/2001–5/2005

- Honors in international development studies with a dual regional focus on Southern Africa and the Middle East
- Cumulative GPA of 3.81/4.00 overall; 4.00/4.00 within major
- Completed a senior honors thesis on the genesis and framework of single-party dominance in Botswana's post-independence political system

ADDITIONAL SKILLS

- French (semi-fluent), AP and Chicago styles, MS Office, WordPress, Camtasia, Adobe Premiere, Salesforce, Marketo, HTML, SharePoint, Help Scout; familiar with CSS, SQL, Adobe CQ, Photoshop, InDesign
- [Movement specialist](#) and Guild-Certified [Feldenkrais](#) Practitioner