

# ROSE RAYMOND

Chicago | roseraymond@gmail.com | [LinkedIn](#)

## **Assistant Director of Content** | *American Osteopathic Association* | Jan. 2022-present

- Manage content production for The DO, the AOA's award-winning physicians' news website, which typically has over 140,000 monthly page views.
- Oversee production of The DO's weekly email newsletters; send them to over 109,000 subscribers.
- Maintain editorial calendar, run monthly content meetings and assign stories to content producers. Produce and edit content, including video and other multimedia projects.
- Supervise a multimedia content specialist.

## **Member Content Manager** | *American Osteopathic Association* | Jan. 2017-Jan. 2022

- Managed content production for The DO. Helped develop and implement strategy changes that led to a 55% year-over-year increase in page views and a 54% increase in users.
- Developed and edited content, including video and other multimedia projects.
- Supervised a digital content specialist.

## **Senior Content Editor** | *American Osteopathic Association* | Dec. 2015-Jan. 2017

- Created and edited articles, multimedia projects and other content for The DO.
- Helped The DO win two industry awards in 2016 for general website excellence and best website redesign.

## **Content Editor** | *American Osteopathic Association* | July 2012-Dec. 2015

- Wrote and edited news articles for The DO.
- Helped lead The DO's transformation from a platform for long-form content to a short-form news website, which led to a 45% increase in traffic/readership.
- Helped The DO win an industry award in 2013 for editorial excellence in web publishing.

## **Copy Editor** | *Bankrate* | Aug. 2010-July 2012

- Copy edited all stories daily for nationally recognized financial news website. Led editorial meetings.

## **Temporary Assistant Producer, Digital News Intern, News Desk Intern** | *NPR* | Aug. 2009-Aug. 2010

- Produced web pages for NPR.org. Pitched and wrote web-exclusive content.

## **Fulbright Fellow, South Korea** | *U.S. State Department/Fulbright Korea* | July 2005-July 2007

- Managed curriculum development and instruction for English courses for more than 500 students.

## **Education** | *University of Missouri, MA in Journalism* | Dec. 2009 | *North Central College, BA in Sociology* | June 2004

**Awards** | *PRNews Nonprofit Awards* | Honorable mention for Best Internal Publication for The DO, 2019  
*Association Media and Publishing Excel Awards* | Third place (Bronze) for General Website Excellence and Best Website Redesign for The DO, 2016 | First place (Gold) for Editorial Excellence in Web Publishing for The DO, 2013

**Skills** | WordPress, content management systems, HTML, AP Style, social media, Photoshop, basic video production