

# ELIZABETH SHORT

[www.linkedin.com/in/lizzie-short-writer](http://www.linkedin.com/in/lizzie-short-writer)

*Process-oriented writer, content strategist, and PM who transforms complex information into clear and engaging content.*

## SKILLS

*CMS:* Drupal, WordPress, custom CMS

*Technical:* HTML, CSS, SEO, Google Analytics

*Project Management Software:* Adobe Workfront, Asana

*Certifications:* CAPM Certification

*Other:* instructional design, 508 accessibility, systems thinking, HLA grade-leveling software, MS Office, Google Workspace, social media, Sharepoint, Medium, Mailchimp, Canva, Adobe, iMovie, style guides, legal requirements, brand voice and tone, user interviews, personas, UX writing

*Languages:* French (B2 /intermediate)

## EDUCATION

*M.A., Middlebury Bread Loaf School of English (partial)      GPA: 4.0*

*B.A., Dartmouth College      Major: Classics. Minor: History*

## RELEVANT EXPERIENCE

### *Content Strategist, MBTA (Contract)*

*February 2024 – June 2024*

- Updated and maintained a public-facing website receiving 4-million-plus visits per month to ensure transit information was accurate, up-to-date, and easy to understand.
- Conducted webpage audits, utilized CTAs, and copyedited work from team members and stakeholders.

### *Content Developer, ICF,*

*May 2023 – January 2024*

*Created content as part of the Biden Administration's Operation Allies Welcome (OAW) effort providing legal services for evacuated Afghan allies.*

- Built an hour-long interactive online training for hundreds of legal service providers nationwide in under 6 weeks using research and instructional design techniques; filled training gaps identified in our needs analysis.
- Concepted and created a help desk persona ("Ali") using conversation design tools and an understanding of information architecture to create a high-need resource for our audience of approximately 76,000 Afghans.
- Wrote web content for a government website receiving roughly 3,000 visits per month; conducted independent research and wrote trainings, one-pagers, video scripts, and phone scripts to meet aggressive deadlines in a rapidly changing legal landscape.
- Led meetings with stakeholders and vendors to ensure that projects were moving forward against tight timelines; identified process gaps and created strategies to succeed in a low-context environment.

### *Writer/Editor, MindEdge Learning*

*November 2020 – May 2023*

- Developed original end-to-end course content for a [new LOB](#) utilizing research, writing, and content design, generating a 6-figure revenue channel with a 99.5% customer approval rating.

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- Built webpages for courses using HTML and CSS using instructional design techniques.
- Managed user experience (UX) for online simulations by creating intuitive user journeys, building journey maps, and writing corresponding content and microcopy.

### ADDITIONAL EXPERIENCE

#### ***Editor, Spark Admissions (Part-Time)***

*July 2024 – present*

- Suggest essay topics and edit college application essays for the [most successful college admissions consultancy](#) in the country leveraging a deep understanding of narrative construction, editing, and elite university admissions practices.

#### ***Writer & Copy Editor, Elevance Health (Contract)***

*August 2024 – present*

- Write and edit content for marketing collateral (emails, web content, mailers, app content, and more) utilizing knowledge of branding and state Medicaid legal requirements to deliver timely updates and information to members.
- Use Adobe Workfront to manage projects and coordinate with a distributed and cross-functional team.

#### ***Writer/Editor, Kristen Sweeney Consulting***

*2019 – 2020*

- Wrote web content, articles, emails, landing pages, testimonials, and blog posts following a strict editorial calendar for clients in medicine, business coaching, financial advising, education, life coaching, public relations, and accounting.
- Created a social media strategy increasing followers by 11,000% on client's primary social channel over 4 years; conceptualized and executed social media strategy for clients using SEO best practices and wrote social copy for brands across channels.

#### ***Writer/Producer (Contract), Detour (since acquired by Bose)***

*2017 – 2017*

- Researched, wrote, produced, and project managed the company's most popular Boston audio walking tour using cutting-edge geolocation technology and proprietary software.

#### ***Reporter and Social Media Correspondent, NewBostonPost***

*2015 – 2016*

- Pitched, researched, and wrote articles, op-eds, listicles, blog posts, and video scripts.

#### ***Political Aide, The European Parliament***

*2013 – 2014*

- Researched, wrote, and edited speeches, papers, and questions to the European Commission on trade-related issues.

### **FREELANCE WRITING:**

Published in *The Boston Guardian*, *The NewBostonPost*, *Spare Change News*, and *Hellogiggles*.