

ELIZABETH SHORT

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

EXPERIENCE

Editor (Part-time) Spark Admissions

July 2024 – present

- Edit student college admissions essays for structure, content, grammar, sentence-structure, and more.
- Determine successful essay topics and provide tailored feedback for each student.

Content Strategist, MBTA (Contract)

February 2024 – June 2024

- Collaborated with stakeholders to maintain and update a large public-facing website using Drupal
- Conducted webpage audits, utilized CTAs, copy-edited work from team members and stakeholders
- Created content to present information clearly while adhering to style guidelines and accessibility best practices

Content Developer, ICF

May 2023 – January 2024

Content Strategy

- Collaborated with designers, software engineers, SMEs, and other stakeholders in a cross-functional organization to create products that met user needs and business objectives
- Concepted and created a helpdesk persona (“Ali”) using conversation design tools and an understanding of information architecture
- Built an interactive online training for legal service providers using instructional design techniques
- Developed and utilized personas that represented our audience and their diversity of language, literacy, gender, educational level, and cultural beliefs
- Partnered with external organizations to create intuitive training experiences and informative video content

Writing

- Conducted independent research and wrote trainings, one-pagers, video scripts, and web copy to meet deadlines in a rapidly changing legal landscape
- Worked collaboratively and proactively with clients, attorneys, and other stakeholders to ensure products were both accurate and usable
- Developed a process for managing urgent content requests in a cross-functional and highly collaborative organization

Editor, MindEdge Learning

December 2022 – May 2023

- Promoted to Editor and given additional project management and business advising responsibilities

Writer/Editor, MindEdge Learning

November 2020 – December 2022

Content Strategy and Instructional Design

- Organized content into logical learning segments

ELIZABETH SHORT

- Utilized Bloom's taxonomy to determine appropriate learning objectives and created educational experiences that met those objectives
- Managed user experience (UX) for online simulations by creating intuitive user journeys, building journey maps, and writing corresponding content
- Translated complex and jargon-heavy content into lay terms for a wide audience
- Leveraged design understanding to work with graphics and video teams to present content in a clear and engaging manner
- Spearheaded work on a time-sensitive project for a major client, quickly repurposing previously written content to meet a critical deadline

Writing, Editing, and Project Management

- Wrote project management courses, business case studies, video scripts, and simulations, generating a 5-figure revenue channel with a 99.5% customer approval rating
- Researched and wrote a course on Systems Thinking in project management
- Conducted subject matter expert interviews, developed SEO keywords, consulted on the creation of a new CMS, and placed content using HTML
- Copy-edited and proofread team member's work
- Provided project management for the launch of [PM Skills](#), a new suite of project management courses, to ensure we met an aggressive deadline

Writer/Editor, Kristen Sweeney Consulting

2019 – 2020

- Wrote web content, articles, emails (MailChimp), landing pages, testimonials, and blog posts on a following a strict editorial calendar
- Wrote simultaneously for clients in numerous verticals (medicine, business coaching, financial advising, education, public relations, and accounting)
- Conceptualized and executed social media strategy for clients using SEO best practices and wrote social copy for brands across channels (Instagram, LinkedIn, and Facebook); developed social media graphics on Canva.
- Edited articles and PowerPoint decks for content, clarity, grammar, and sentence structure

Tour Guide, The Freedom Trail Foundation & Working Actor

2017 – 2020

- Competent and highly experienced public speaker; led school groups, private organizations, and public groups on tours of the Freedom Trail.

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 Intern (promoted to Correspondent), NewBostonPost

2015 – 2016

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

Political Aide, The European Parliament

2013 – 2014

ELIZABETH SHORT

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

History Teacher, The Emma Willard School

2012 – 2013

- Taught history to 9th, 10th, and 11th grade students; coached indoor track; attended Union's graduate program in history.

FREELANCE WRITING

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

SKILLS & CERTIFICATIONS

- SEO
- Process-oriented
- Trained in Systems Thinking
- CAPM certification
- Proficient in HTML, Drupal, WordPress, Medium, Mailchimp, LinkedIn, Facebook, Instagram, and iMovie.
- Proficient in Microsoft Word, Excel, PowerPoint, Asana, Sharepoint, Google Drive, Google Docs, Google Analytics, and Google Sheets.
- Proficient in French.
- Member of SAG-AFTRA and accomplished actor.

EDUCATION

M.A. (TBC) Middlebury Bread Loaf School of English

Studied literature, playwriting, and poetry.

B.A. Dartmouth College

Major: Classics. Minor: History