

JOHN H. PALMER

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EDITORIAL EXPERIENCE

Content Specialist/Matter Communications/Hybrid full-time/May 2023-Present

- Lead content specialist for busy Boston PR firm
- Responsible for content creation for four high-tech clients; regular client interface for quality control
- Handled editorial content and client handoffs for major rebrand strategy

Copywriter / SAI360/ Remote Contract/ Nov. 2022-Jan. 2023

- B2B marketing copywriter specializing in governance, regulation and compliance for healthcare and EHS&S verticals; long- and short-form content including blogs, whitepapers, and case studies
- Strategized with SMEs to brainstorm, plan, and execute content marketing strategy
- Strengthened content team process by introducing content briefs and editorial templates

Senior Writer, Branded Content / PYMNTS, Inc. / Remote full-time / Sept. 2021-Aug. 2022

- Wrote client-sponsored content pertaining to payments, eCommerce and financial technology
- Worked closely with our data, analytics, research and design teams to produce long-form, narrative-driven data journalism centered on the latest industry trends and topics
- Areas of focus include A2A, B2C, B2B, P2P, APIs, cross-border payments, consumer finance, payments orchestration, credit unions, artificial intelligence, machine learning, blockchain, mobile commerce, voice recognition technology, augmented reality and virtual reality

Content Specialist / Demand Science/Pure B2B, Inc. / Danvers, MA / Jan. 2020-Dec. 2020

- Content generalist for data-driven lead generation marketing agency providing full-funnel content marketing solutions to target up to 62 million global technology buyers
- Created marketing copy to advertise products for HR, IT, and financial clients
- Researched industry-related topics to prepare drafts using digital publishing platforms
- Interviewed industry professionals and incorporated their views in blog posts
- Promoted content on social networks and monitored engagement

Managing Editor / Wellesley Information Services / Dedham, MA / Nov. 2016-June 2017

- Chief production editor overseeing editorial process of line of interactive books and eBooks
- Responsible for publishing technical instruction titles for companies including SAP, IBM, Pricewaterhouse Coopers, and SUSE
- Oversaw production, marketing, updates, and growth of entire electronic book library
- Constant communication with and supervision of authors and book sponsors, both on and off site

Managing Editor, Safety / Simplify Compliance / Danvers, MA

Full-time April 2013–Nov. 2016, Freelance Nov. 2016-Dec. 2020

- Writer and editor for two newsletters, weekly blogs and e-zines covering the hospital and medical clinic safety and security audience
- Book editor monitoring publishing process from subject generation to author recruitment and supervision.
- Webinar moderator for live 90-minute shows – recruit and organize speaker talent, ensure audience participation and troubleshoot as needed
- Consultant and healthcare safety and security expert to colleagues on safety team to help develop books, online learning materials, and workshops
- Analyzed customer needs and market trends by conducting regular focus groups and surveys
- Facilitated customer connection and input through moderation of online talk groups about safety topics
- Content SEO to ensure optimum Web exposure of published material

Editor / Gatehouse Media New England /Concord, MA / Sept. 2012-April 2013

- Responsible for editorial content of two weekly newspapers and online news portals in northwest suburban Boston. Assigned stories to and monitored progress of staff of three reporters.
- Copyedited all content and directed layout and pagination of print edition
- Regularly updated news website and provided real time breaking news coverage through social media

News Reporter/Columnist/Editor / Various Connecticut Weekly and Daily Newspapers
Fairfield County/New Haven /1996-2012

EDUCATION

Master of Arts in Teaching (2006) / Elementary Education / Sacred Heart University / Fairfield, CT

Bachelor of Science, Journalism (1996) /Southern Connecticut State University / New Haven, CT