

Alisa Williams

South Bend, Indiana | 269-930-2258 | contact@alisawilliamswrites.com | [linkedin.com/in/alisa-williams/](https://www.linkedin.com/in/alisa-williams/)

SUMMARY

- 15+ years of experience as a proofreader and copyeditor for print and digital publications in a variety of sectors, including news outlets, higher education institutions, non-profit organizations, and Fortune 500 companies
- 10+ years of digital journalism experience, including in a breaking news environment for a global audience
- 7+ years of editorial management, reviewing content, updating stories, and performing quality assurance on copy and accompanying photography and graphics

EDUCATION

M.A. History

Eastern Washington University, Cheney, WA

B.S. Psychology

Andrews University, Berrien Springs, MI

Summa Cum Laude, J. N. Andrews Honors Scholar, Psi Chi President, Pre-law Society Secretary, Phi Kappa Phi

EDITORIAL EXPERIENCE

Advocacy Editorial Manager for Microsoft | October 2022 – Present

Designit, Seattle, WA

- Partnered with dozens of internal Microsoft stakeholders and external agencies, including C-suite executives, attorneys, researchers, and fact-checkers, to create editorial best practices, shape core audience strategy, oversee alignment with governance, and prioritize overarching Microsoft messaging for the Global Customer Advocacy Program
- Conducted a quality assurance audit of 4,000+ stories on Customers.Microsoft.com and then implemented editorial and design revisions to uphold quality and consistency across the site
- Copyedited hundreds of Microsoft customer stories and provided counsel to the writing teams on content creation best practices, correct branding, and adherence to Microsoft style guides
- Managed five-person editing team overseeing three dozen stories produced for the 2023 annual Microsoft Ignite conference, including stories referenced in the Microsoft CEO's keynote address

Deputy Editor, Women's Health | May 2021 – October 2022

Giddy, Austin, TX

- Managed the women's health desk, which included recruiting, overseeing, assigning, and copyediting articles for a team of two dozen freelance writers
- Collaborated with project managers, design teams, senior creative managers, and the CEO to produce standalone pieces and article series that won Digital Health Awards in 2021 and 2022
- Optimized content for SEO, resulting in dozens of articles ranking in the top 10 in Google search

Managing Editor | March 2017 – May 2021

Spectrum Magazine, Roseville, CA

- Produced 850+ articles per year for SpectrumMagazine.org, a non-profit academic journal focused on religion, racial and social justice, the environment, and LGBTQ+ and women's issues
- Managed a six-person editing team and 50+ contract writers
- Proofread and copyedited dozens of stories a week, including breaking news content
- Researched and wrote in-depth investigative pieces and long-form content
- Reported live on location for breaking news stories in various parts of the world, including Jordan, Iceland, Brazil, and extensively within North America

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ADDITIONAL EXPERIENCE

Assistant Director of Annual Giving | December 2015 – February 2017

Saint Mary's College, Notre Dame, IN

- Created and executed social media campaigns, including the 24-hour Donor Challenge that resulted in 4,000+ donors and \$850,000 in 24 hours
- Managed a staff of 25 student employees in the Annual Giving Call Center
- More than doubled donations raised by the Phonathon campaign from \$150,000 to over \$300,000
- Oversaw and coordinated both the young alumnae board which met biannually and the student philanthropy committee which met monthly

Annual Giving Coordinator | May 2013 – December 2015

Andrews University, Berrien Springs, MI

- Managed an annual budget of \$150,000 that was used to create annual giving campaigns in a variety of mediums, including print, digital, in-person, and over-the-phone
- Managed a staff of 25 student employees in the Annual Fund Department
- Cultivated donor relationships between Andrews University and its 90,000 alumni with mass quarterly touchpoints and personalized daily interactions
- Coordinated the University's first-ever online donor challenge, resulting in 500 donors in 24 hours
- Maintained and updated the Office of Development's webpage and Facebook page with fresh and engaging daily content

Lead Copywriter | March 2010 – May 2013

ARS Advertising, Saint Joseph, MI

- Improved efficiencies and accuracy of the consumer rebate program for Whirlpool Corporation, reducing the error rate to 0.002%, the lowest in the history of the company
- Led the marketing content creation for the Boys & Girls Club of Benton Harbor's Capital Campaign which resulted in \$7 million for a new Clubhouse and Teen Center
- Raised brand awareness for the Southwest Michigan Design Guild and increased membership from 5 to 500 in less than a year

TECHNICAL SKILLS

- Adobe Creative Suite: Photoshop, InDesign, Illustrator, Acrobat Pro
- Canva
- Content Management Systems (CMS): WordPress, Drupal, Squarespace, Wix
- Style Guides: Associated Press (AP), Chicago Manual of Style (CMOS), APA, AMA
- SEO Tools: Semrush, Ahrefs, Google Analytics, Similarweb, Clearscope
- Microsoft Office Suite: Word, Excel, PowerPoint, Outlook, Publisher, OneNote
- Google Suite: Docs, Sheets, Drive, Slides, Forms