

JON RALSTON

SENIOR COPY EDITOR

jonralston30@gmail.com

Portfolio: copypredator.com

EXPERIENCE

Freelance copy editor, Aug. 2016-present

Freelance content loader, Marcel Digital marketing agency, Apr. 2019-present

Build pages and transfer and format content from a client's current website to a new one using Umbraco content management system

- Work remotely using own equipment and communicating with project manager and team members using email, Slack and Zoom

Senior copy editor, Lawrence Journal-World, Jan.-July 2016

Supervise the Lawrence Journal-World's night copy desk

- Supervise copy editors during night copy editing shift, providing direction and feedback on J-W style, story placement and design
- Give first edits to breaking news stories and post them online
- Write headlines and edit stories, blog posts and cutlines for clarity, accuracy, and Journal-World and AP style
- Lay out front and inside pages
- Promote content on Twitter and Facebook social media platforms
- Use CMS to create and schedule lead stories for LJWorld.com

Features editor, Lawrence Journal-World, Dec. 2012-Jan. 2016

Manage the Lawrence Journal-World's arts and features sections

- Plan content for sections covering A&E, food, weekend events, restaurants, health and wellness, shopping, and women's lifestyle
- Supervise features reporter and a pool of over a dozen freelance contributors, assigning stories and accompanying photos
- Manage arts and entertainment website Lawrence.com, including editing blog posts, setting lead stories, and editing photo galleries
- Recruit and hire freelance writers
- Copy edit and write headlines for print and online features content
- Write arts and entertainment news briefs and blog posts
- Lay out features sections for print
- Use social media platforms to promote features content
- Plan and launch new features sections, including weekly sections focusing on arts and entertainment, local health and wellness, restaurants, local events, shopping, and women's lifestyle

Copy editor, Lawrence Journal-World, Oct. 2006-Dec. 2012

- Copy edit stories written by staff reporters for Journal-World and AP style, grammar, clarity and accuracy
- Lay out front page, section fronts and inside pages

Education

University of Kansas,
2001-2005

- Bachelor's degree in Journalism-News and Information
- Bachelor's degree in English-Creative Writing

Awards

- First and second place, best features package, Kansas Press Association Awards of Excellence 2014
- Third place, best features package, KPA Awards of Excellence 2017

Software experience

Adobe InDesign
Adobe Photoshop CS
Adobe InCopy
QuarkXPress
NewsEdit Pro
Ellington (CMS)
Umbraco (CMS)

References

Jeff Belasco,

Digital Project Manager,
Marcel Digital,
312-255-8044 x251,
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Kim Callahan,

Managing editor,
Lawrence Journal-World,
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Paige Worthy,

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