

# JIM NORRENA, MFA, Web Content Editor

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Effective, creative, and affable web/print editor and copywriter with proven success implementing marketing-communications strategies to manage internal and public-facing, audience-specific print and digital collateral for academic-, corporate-, publishing-, nonprofit-, and technology-based industries

## PROFESSIONAL EXPERIENCE

**[TypoSuction](#)** Oakland (Present)

### Founder & Principal Writer/Editor

Successful editorial service for web and print (copywriting, editing, copyediting, and proofreading) for diverse range of clients:

**Copywriter, Guest Speaker** — [Quick & Dirty Tips](#) network founder, *New York Times* best-selling author, and Podcast Hall of Fame inductee [Mignon Fogarty](#) (aka [Grammar Girl](#)), recipient of *Writer's Digest's* 101 best websites for writers)

**Editor, Copyeditor, Proofreader** — MacArthur “genius” grant awardee [Bob Laird's](#) [The Case for Affirmative Action in University Admissions](#) (foreword by Rev. Jesse L. Jackson)

**Instructor, Trainer** — [Media Alliance's](#) reputable grammar intensives, professional [proofreading/copyediting](#) courses, and organization-wide editorial training for the [Trust for Public Land](#)

**[Kaiser Permanente](#)** Oakland (2017–19)

### Web Content Strategist

Strategist and administrator of online performance enhancements for InfoSource (a company-wide repository of intranet-based sales documents, resources, and tools)

- Applied best search engine optimization (SEO) practices [relevant content, user-intent searchability, primary/secondary keyword implementation, backlinking, title tags & meta descriptions, logical user experience (UX) & information architecture (IA)]
- Trained staff to use SharePoint content management system (CMS)
- Produced and edited technical materials, such as the inaugural InfoSource style guide

**[California College of the Arts \(CCA\)](#)** San Francisco (2007–17)

### Web Content Manager + Photographer

Independent contributor and marketing-communications team member responsible for strategizing, implementing, and writing/editing recruitment-based web content that resulted in repeat year-over-year 10 percent increases in enrollment and retention

- Wrote/edited top-performing [news features/articles](#) (unique page views/impressions)
- Trained staff/faculty in webpage, intranet, and satellite-site management (Drupal CMS & Google Analytics)
- Authored college-wide “[Web Style Guide & Policy Handbook](#)” and “[Writing for the Web](#)” best-practice manual
- Implemented enrollment-focussed UX and IA tactics and SEO best practices
- Provided [photography](#) for campus-wide print/online marketing collateral
- Organized 500,000-piece digital-asset management system (videos, digital stills, online publications)
- Produced first-ever “[It Gets Better](#)” video for an arts college (14,000 unique views to date)
- Developed online “alumni success” program, including interactive data-driven Google forms
- Programmed web calendar for 7,000 on- and off-campus special events annually

### **Assistant Director of Publications** (2007–08)

- Managed audience-targeted internal/external strategic communications (email campaigns, biannual award-winning [Glance](#) alumni magazine, Letter from the President newsletter, social media outreach)
- Attended press checks to provide quality assurance of award-winning publications; troubleshoot print issues

### **California Institute of Integral Studies (CIIS)** San Francisco (2006–07)

#### **Publications Manager**

- Managed production of marketing-communications print/online collateral (catalogs, brochures, playbills, posters, fliers, online calendar event listings)
- Wrote, edited, copyedited, proofread, acquired/archived digital assets, approved budgets, served as quality assurance point of contact for printers

### **John F. Kennedy University (JFKU)** Pleasant Hill (2005–07)

#### **Senior Editor & Media Contact**

- Managed print/online content for marketing/communications collateral
- Authored press releases, news stories/features, print ads, staff communications

### **Peachpit Press** (a publishing imprint of [Pearson](#)) Berkeley/San Francisco (1993–2002)

#### **Senior Academic Marketing Specialist & User Group Supervisor**

- Produced, authored, and edited direct-marketing collateral for academic audience (“[On the Mark!](#)” newsletter, ancillary instructional CDs, email campaigns)
- Developed collateral to support Adobe and Macromedia co-publishing relationships
- Launched online Academic Resource Area to provide educators with supplemental instructional materials

## **COMMUNITY COMMITMENTS** (by relevance)

### **UC Berkeley Extension** Berkeley

#### **Online Course Instructor**

- Introduction to Writing for Marketing & Publicity

### **Bay Area Editors' Forum (BAEF)** San Francisco

#### **Executive Committee, Program Coordinator**

- Forum programming for membership-driven nonprofit

### **ACT OUT Photography** Oakland

#### **Photographer & Videographer**

- Documented [events](#) (galas, fundraisers, premieres) and [theatrical stage productions](#) (profiled in [American Theatre](#) magazine; [credits](#))

### **Playwrights Center of San Francisco (PCSF)** San Francisco

#### **Board Member/Advisor/Playwright**

- Publicity, outreach, fundraising, social media campaigns for member-based nonprofit

## **EDUCATION**

California College of the Arts (CCA), MFA in Creative Writing

[University of California, Santa Barbara \(UCSB\)](#), BA English Literature (creative writing emphasis)

UC Berkeley Extension, copyediting certification (professional publishing program)

## **CREATIVE & REFERENCE TOOLS**

Microsoft 365 and Adobe Creative Suite; Pages, ChatGPT, *Chicago Manual of Style*, AP, MLA, APA style guides; HTML & Markdown; Drupal, SharePoint, Contribute (CMSs); BBEdit, Google Analytics & Google Suite; Asana, Teamwork, Final Draft, Facebook, X (formerly Twitter), Instagram, Flickr