

# **MICHAEL D. JONES**

## **Media Editor & Content Producer (Contract/Remote)**

Oct. 2022 – present, Charlotte, NC

- project management and creation of digital resources, including games, interactives, and assessments, for STEM
- editing and review of author manuscripts, including assessments and ancillary materials for online courses
- editing and post-production of podcast audio

## **Executive Media Editor**

Oct. 2020 – Oct. 2022

Macmillan Learning, remote (based in Charlotte, NC)

- project management, including managing the development of online courses and creation of digital assets (assessments, podcasts, animations, simulations, interactives, and e-Books) for STEM titles
- hired and managed daily tasks/schedules of six contract employees
- developed and documented procedures for creation of media and ancillary materials
- created contracts, SOWs, and RFPs in collaboration with Macmillan's legal department
- identified efficiencies and cost-savings wherever possible to deliver online resources to market in a timely, cost-effective manner

## **Senior Media Editor/Media Editor**

April 2011 – Oct. 2020

Macmillan Learning, New York, NY

- managed the delivery of and created novel workflows for a unique, immersive learning tool that uses a Google Maps-like interface to explore the inner workings of cells, ecosystems, and more
- responsible for all media and ancillary materials that accompanied a top-selling biology title
- managed the first media development project in department history to publish simultaneously with the release of its associated textbook, allowing Macmillan's sales and marketing teams to promote the full book and media package to the market ahead of competitors

## **Web Operations Project Manager**

June 2008 – Jan. 2011

Click Optimize (acquired by Healthgrades.com, Nov. 2014), Raleigh, NC

- led the creative services department as project and operations manager, overseeing the design, development, and launch of digital media projects and managing a team of five in-house employees
- managed production of online video for clients and collaborated with third-party videographers, animators, producers, voice artists, and photographers to produce content
- was instrumental in helping the company grow from a 3-person web design shop to a full-service marketing agency in less than three years and contributed to the growth of company revenues, despite the economic downturn of 2008–2009

## **Producer & Scriptwriter**

Aug. 2005 – May 2008

Brightcast, Charlotte, NC

- producer and scriptwriter of more than 175 web video productions for B-to-B, B-to-C, and non-profit clients
- produced a weekly video blog, covering non-profits, fundraising activities, and free civic events, with the goals of raising awareness and building community
- established procedures and workflows that streamlined the company's video production process

- gained cross-functional experience, stepping in to assist with on-location shoots, video editing, post-production, technical support, and sales support

### **Freelance Writer & Editor**

Jan. 2003 – April 2011

- writing, editing, and media development services from clients across the Southeast
- served as online content editor/admin of the Charlotte magazine, Orlando magazine, and WHERE Orlando magazine websites from 2003–2005
- writer of Charlotte magazine’s “Professionals of Distinction” series from 2003–2005

### **International Project Specialist/Associate Editor**

April 2001 – Nov. 2002

Worldwide Employee Relocation Council (ERC), Washington, DC

- managed and edited content for ERC’s International Member Services website
- increased news coverage of international relocation and visa issues, boosting the site’s profile as a trusted information source for the international relocation industry
- edited features and departments for ERC’s MOBILITY magazine

### **EDUCATION:**

BA with Honors, Journalism and Mass Communication

University of North Carolina at Chapel Hill

### **ADDITIONAL TRAINING:**

SkillPath Fundamentals of Project Management certificate

### **SOFTWARE/SKILLS:**

JIRA, Smartsheet, Zoho Projects, Slack, Microsoft Office Suite, Google Office Suite, Articulate 360, WordPress, Adobe Acrobat, InDesign, Photoshop, HTML coding, digital audio and video editing