

Riley O'Connell

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San Francisco, CA

Objective

Supporting authors and writers from manuscript concept to publication. Currently completing a professional development certificate in Editing at The University of Chicago, building upon my 7+ years of experience in marketing, writing, and editing for global audiences.

Education

The University of Chicago (Chicago, IL): *Certificate in Editing* 2026–Present

- Relevant coursework: Manuscript Editing, Editing Electronically, Developmental Editing (Intro & for Fiction)

Santa Clara University (Santa Clara, CA): *BA, English; minors Comm & CW* 2015–19

- Relevant coursework: Poetry Writing, Fiction Writing, Creative Nonfiction, Creative Writing and Social Justice, Literary Magazine Production

Work Experience

Riley O'Connell Editorial Services: Freelance Editor Jan 2026–Present

- Supporting writers, authors, and businesses in bringing their manuscripts to life
- Editing at the developmental, line, copy, and proofreading stages
- Writing guides, manuals, websites, blogs, emails, ads, press releases, newsletters

Planisware (San Francisco, CA): *Content and Communications Mgr* May 2024–Jan 2026

- Led global content strategy, development, reporting, and advocacy
- Wrote all paid and organic messaging across NA digital channels and communities
- Copyedited, proofread, and QAed final Marketing and Sales assets

Sciforma (San Francisco, CA): *Content and Communications Mgr* Feb 2023–Apr 2024

- Led creation and brand alignment of earned, owned, and paid media
- Created and enforced adherence to buyer journey-aligned content matrix and gaps
- Managed, proofread, and researched strategies for on-page SEO

Playbook Digital (San Francisco, CA): *Operations Manager* May 2021–May 2022

- Wrote and edited internal- and external-facing content and messaging for high-growth startup, including executive communications
- Ran marketing, brand awareness, and product launch campaigns
- Managed all marketing content, timelines, and tools

Fisher Investments (San Mateo, CA): *Marketing Associate* July 2019–June 2021

- Managed external, international content partnerships in collaboration with SMEs
- Liaised copyediting, translations, legal and compliance approvals, allocation, DAM storage, and all publisher communications
- Led internal rollout of tools and best practices for content workflows and auditing

Santa Clara University: Sr Editor & Content Strategist June 2018–July 2019

- Wrote, edited, and marketed faculty- and student-focused stories
- Co-led comms team with Director of Marketing and Communication

Santa Clara University: Chief Editor of the Santa Clara Review Apr 2018–June 2019

- Managed staff of 10 and quarterly rotation of editorial practicum board members
- Led curation, editing, publication, and all contributor communications for international bi-annual literary journal

- Partnered with University Relations to promote journal to alumni, donors, prospective families, and MFA and Creative Writing programs across the country

Additional Professional and Volunteer Experience

Iron Oak Editions: Poetry Submissions Reader 2026–Present

- Evaluating 5–7 poetry manuscripts from slush pile per week
- Providing detailed editorial feedback in collaboration with editorial staff
- Strategizing collaboratively on upcoming publications and release timelines

Passionfruit Review: Final Judge 2024

- Made final selections (top 3 + shortlist) for prizewinners of “In Conversation” poetry prize, in collaboration with magazine’s editors

Colossus Press: Editor 2022–3

- Co-led editing, curation, marketing, and publication of Oakland-based *Colossus:Body* literary anthology, focused on reproductive justice and bodily autonomy

Stanford - Lucile Packard Children’s Hospital: Canterbury Fellow 2018–9

- Designed and led creative writing workshops for LPCHS high school students navigating illness, to foster self-expression and storytelling
- Worked in close collaboration with Pediatric Palliative Care Program in the Division of Critical Care Medicine and *Healing HeARTS* literary and arts magazine

Red Wheelbarrow: Submissions Reader 2017–8

- Read and discussed merits of all submissions for De Anza College’s Red Wheelbarrow Poetry Prize, longlisting for final judge Ellen Bass

Skills

- **Chicago Manual of Style**, ed. 18
- **Editing:** Copy, line, developmental, proofreading
- **Content Management Systems (CMS):** Drupal, Wordpress, Wix, Squarespace, Hubspot
- **Project management tools:** Jira, Trello, Asana, Microsoft, Notion, Figma
- **Productivity and collaboration tools:** Microsoft Office, Google Suite, Slack
- **Digital Asset Management (DAM), Sales Enablement, and Intranet tools:** Bynder, Sharepoint, Confluence, Notion, Highspot
- **Data analysis tools:** Google Analytics, Google Search Console