

EVE ORIO Senior Content & Editorial Manager

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ABOUT

Strategic content and editorial lead with 15+ years producing high-performing brand and educational content. Skilled in engaging audiences, strengthening brand presence, and driving results through multichannel storytelling across education, healthcare, kids' media, and technology.

CORE STRENGTHS

- B2B, B2C, DTC, eCommerce, social media, internal communications & cross-channel content
 - Content strategy, educational content development & editorial planning
 - Copywriting, UX writing, scriptwriting & multiformat storytelling
 - Voice, tone & messaging frameworks; brand consistency & governance
 - SEO strategy, content optimization & analytics-driven iteration
 - CMS publishing, QA, content operations & workflow design
 - Campaign development, creative briefing & stakeholder alignment
 - Vendor oversight, budgeting, scope & project management
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CAREER HIGHLIGHTS

- **Content Strategy:** Strategized and produced website and event marketing content for Mattel's *Masters of the Universe* online subscription that delivered a 14% year-over-year sales increase.
 - **Editorial Operations:** Revamped Lakeshore Learning's high-volume copy and art review process, cutting time by 10% and increasing throughput via streamlined workflows and improved cross-functional collaboration.
 - **Performance:** Increased Western Digital's YouTube channel engagement by improving video content, visual identity, and reach, raising subscribers by 63% and watch time by 52%.
 - **UX Strategy:** Created a scalable framework for mapping 16,000 pages of Cedars-Sinai content to patient needs and medical specialties, while ensuring adherence to accessibility and compliance standards.
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EXPERIENCE

Golden Summit Media | Freelance Content Director

July 2006 – Present

Developed creative strategies and assets for clients in a wide range of sectors.

- Created brand strategy, conducted competitive audits, and produced digital content for Mattel and Guidance.
- Balanced creative oversight with performance marketing strategies to increase engagement and conversion.

Lakeshore Learning | Editorial Director

October 2020 – July 2025

Oversaw editorial strategy, content development, and translations for a mission-driven education brand supporting schools, families, and healthcare organizations. Created the content strategy framework for non-curriculum content and guided editorial planning to ensure alignment with marketing and business goals across digital, social, products and campaigns. Led a team of 14 to deliver high-quality content that informed and inspired diverse audiences.

- Developed segment-specific messaging and content strategies for educators, families, architects/designers, and institutional partners; maintained voice, tone, and educational alignment across channels.
- Led editorial calendar management and delivery schedules across ecommerce, blog, social, email, catalogs, landing pages, and enablement materials. Edited content to ensure accuracy, clarity, and consistency.
- Oversaw CMS publishing approvals in partnership with design, product, and web teams; ensured evergreen content remained accurate, optimized, and aligned with style and SEO guidelines.

Western Digital | Senior Manager, Product Communications Strategy

January 2019 – July 2020

Led content strategy and asset development supporting products and public relations. Partnered cross-functionally to translate complex technical concepts into clear, audience-focused content.

- Reviewed performance and engagement insights to guide content optimization, refine messaging, and inform editorial planning. Responsible for executive-level reporting.
- Developed consistent messaging and voice guidance to support product storytelling across website pages, blog posts, campaigns, press room, paid content programs, and sales enablement materials.

Perficient Digital Agency | Content Director

April 2017 – May 2018

Led content strategy and UX writing for healthcare and lifestyle clients undergoing large-scale digital transformation.

Collaborated with design, research, legal, and executive stakeholders to create rich experiences focused on user needs.

- Strategized and led content workshops, conducted gap/competitive analysis, created scalable editorial roadmaps, and collaborated with legal, compliance, and executive teams for Cedars-Sinai \$20M website update.
- Wrote UX copy, produced videos, and supported Sales to offer innovative programs for Karastan, Lids, and more.

Western Digital | Senior Manager, Content Marketing & Engagement

July 2015 – February 2017

Directed the team responsible for global content development and translations across websites, social, video, blog, retail, experiential, and Amazon channels for Western Digital, WD, SanDisk, and G-Technology brands.

- Built and managed an in-house content team that saved over 20% in annual video, copywriting, and design costs.
- Collaborated with international content teams to provide regionally relevant content.

Mattel | Content & Social Media Manager (Contract via Golden Summit)

July 2006 – June 2015

Created content for Mattel's ecommerce and social platforms across collector brands including Barbie, Hot Wheels, and Masters of the Universe.

- Produced multichannel digital and video content for Mattel original IP as well as licensed partnerships with Disney, DC Comics, Sony, Marvel, Universal, and more. Worked closely with legal teams to protect copyrights.
- Launched daily content for sales, customer engagement, and major events such as Comic-Con.

EDUCATION

- **Adobe** Generative AI for Content Creation (In progress, 2025)
- **Columbia Business School** Digital Marketing Certification (2020)
- **Hubspot Academy** Content Marketing Certification (2017)
- *Extensive professional experience & training equivalent to a bachelor's degree in communications*

PLATFORMS, PROGRAMS & TOOLS

- **Analytics:** Google, Cision, Meltwater
- **Creative:** Figma/Figjam, InDesign (editor)
- **Collaboration:** Teams, Slack, SharePoint
- **Heatmaps:** Hotjar
- **Listening:** Brandwatch, Sprout
- **Productivity:** Microsoft Excel, Word, PowerPoint
- **Project Management:** Asana, Jira, Microsoft Project, Workfront
- **Publishing:** GatherContent, Sprinklr
- **Style Guides:** Associated Press Stylebook, Chicago Manual
- **Video:** YouTube, Bright Cove
- **Website Development:** Agile, Axure, CSS, Waterfall