

James Ball

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Professional experience

Digital Content Manager February 2024 – Present
VisitNorfolk Norfolk, VA

- **Editorial Strategy & Production:** Conceptualize, write and edit high-quality digital content for VisitNorfolk.com, including targeted articles highlighting local dining, shopping and seasonal attractions to drive city-wide tourism. Write content and co-manage production of annual print Visitor Guide.
- **Content Lifecycle Management:** Manage the end-to-end editorial calendar, collaborating with local stakeholders, businesses and internal marketing teams to ensure all content aligns with current city tourism initiatives. Enforce deadlines and resolve conflicts/issues with the content cycle as they arise. Report on content performance and adjust strategy accordingly.
- **Integrated Campaign Collaboration:** Partner closely with VP of Marketing on paid media, Comms Manager on earned PR and our agency partners at Sway to keep Norfolk's brand messaging tightly aligned across print, web and social channels.
- **Key Tourism Partnerships:** Built and nurtured direct relationships with major cultural fixtures such as Virginia Arts Festival, the Virginia Stage Company, Nauticus, more to expand collaborative storytelling and regional reach.
- **Cross-Departmental Liaison:** Served as the primary point of contact for internal marketing needs and external creative teams, keeping projects, photography shoots and campaigns moving seamlessly during leadership travel and key transitions.
- **Peer Leadership & Mentorship:** Fostered a culture of curiosity and growth across the team by sharing industry insights, educating internal departments on web and SEO basics and offering calm, hands-on guidance on complex content projects.

Senior Copywriter 2021-2024
Noble Studios Reno, Nevada

- Created and edited SEO and SEM content for Travel Nevada, Yosemite.com, Visit San Luis Obispo, Autodesk, Lake Tahoe Visitors Authority, Carrier Global, Medcor, Communities in Schools.
- Oversaw writing team, edit content for the City of San Luis Obispo, Envestnet|Yodlee, Travel Nevada, The Islands of Tahiti
- Brightedge & Google Analytics certifications

Chief Editor/Manager 2018-2021
Social5 | Social Media Management *Salt Lake City, Utah*

- Wrote strategic SEO content for small businesses and emerging brands to help develop a social media presence aimed at retaining existing customers and reaching prospective customers.
- Directly managed a team of writers and editors, ensuring writers' deadlines are met, invoices are properly submitted and that all content adheres to SEO best practices and AP Style.
- Press release creation and editing.
- Project management: coordinating client requests with the editing and writing team.

Owner, Chief Content Creator 2018-Present
James A. Ball Content Solutions *Reno, Nevada*

- Smart white-label content solutions for the data center, IT, FinTech, financial and related industries.
- Business development, securing and onboarding new clients.
- Invoicing, SEO analysis, reporting, PR campaigns.
- Clients include Instor Solutions, Inc., CJD Technologies, Marmot Properties, Brosy Family Dentistry, Porterhouse Marketing, Miley Studios

Lead Creative Copywriter 2014-2018
Noble Studios *Reno, Nevada*

- Wrote and optimized SEO-attractive content for some of the top brands in the world, including The Islands of Tahiti, Autodesk, Yosemite.com, Visit Fargo-Moorhead, Santa Monica Convention & Visitors Bureau, Server Technology, more.
- Ensured consistency, tone and grammar in all products internal and external.
- Developed Noble Studios' first content calendar, assigning blog posts, creating social messaging.
- On-page SEO optimization and implementation through WordPress.

Features Editor, Digital and Print 2011-2014
Reno Gazette-Journal *Reno, Nevada*

- Managed a creative team of reporters and editors; developed content for our target audiences.
- Oversaw and produced seven daily newspaper sections; served as public-facing editor.
- Took complete ownership of online entertainment and lifestyles verticals on RGJ.com.
- Maintained in-house and AP style, with an eye for consistency and details.
- Single-handedly created in-house content calendar.
- Project management work: multimedia/video projects, long-form storytelling.
- Planned, edited, assigned stories & paginated Best Bets for 60,000 print and online readers.
- Gannett Foundation Board Member.

Digital Media Editor 2008-2011
Reno Gazette-Journal *Reno, Nevada*

- Developed compelling content that took RGJ.com from four million monthly pageviews in 2005 to 14 million per month in 2011, making it a top ten nationally-ranked website in audience reach.
- Tracked and analyzed metrics via Adobe Omniture and Google Analytics, using this data to craft our content placement strategy.
- Trained staff of 55 reporters, editors on SEO headline writing and keywording within stories.
- Ran the breaking news desk during rapidly-developing news events.
- Created, maintained and developed all in-house social media accounts.
- Managed overall presentation of regional news website RGJ.com, ensuring a balance of news, promotions, entertainment and lifestyle content for a general audience.
- Managed social media for RGJ.com.
- Developed RGJ.com's then-nascent blogging system. Managed reporters who blogged, helping to craft compelling content for readers of all demographics.
- Trained editors and reporters on our proprietary CMS.

Online Editor 2005-2008
GoToRenoTahoe.com *Reno, Nevada*

- Developed fresh keywording and content placement strategies via Google Adwords and targeted content, both through organic keywording and pay-per-click campaigns.
- Ensured client and vendor satisfaction on DowntownReno.com and GoToRenoTahoe.com.
- Covered and wrote editorial content for all major Reno events, creating a variety of content: video, photos and stories and multimedia experiences.
- Cultivated and curated email database of more than 10,000 subscribers, creating email blasts.
- Coordinated with print staff to get Best Bets content online quickly and as it developed.
- Shepherded GoToRenoTahoe.com to become a successful web site for visitors from Sacramento and the Bay Area. Planned content and oversaw designers in 2009 site redesign.

Education

Bachelor of Arts, English Literature (Journalism minor)
University of Georgia *Athens, Georgia*

Other skills

- Symphony Platform
- Google Analytics
- SEMRush
- Concur Spend Management
- Emma Email
- Wordpress and HTML
- Jira, Trello, Basecamp
- Google Adwords, Google Analytics and Bing Adwords certified
- Omniture (Adobe Analytics)
- Social media and blogging platforms

Volunteer Work

- SPCA Northern Nevada
- Catholic Charities of Northern Nevada
- Food Bank of Northern Nevada

References

Professional

Lauren Gustus, CEO/Executive Editor, Salt Lake Tribune 775-233-2731 / lauren.gustus@gmail.com
Gabbi Hall, Director of Brand Experience, Noble Studios: 603-851-0784
Peter Kostas, PIO for Public Utilities Commission of Nevada: 775-684-6100