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 a Virginia Destination Marketing Organization, including targeted articles highlighting area 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.

Brand Identity & Voice Development: Developed and established the official brand voice guidelines for VisitNorfolk, ensuring a cohesive tone across all messaging and editorial channels.

Integrated Campaign Collaboration: Partnered with marketing leadership, PR and agency partners to align messaging across print, web and social channels.

Senior Copywriter 2021-2024
Noble Studios *Reno, Nevada*

Spearheaded enterprise content strategy, B2B copywriting and executive brand positioning for high-profile healthcare, medical and duty-of-care clients (Grail, Medcor and Carrier Global) alongside premier travel brands such as Travel Nevada, Yosemite.com, Visit San Luis Obispo and Autodesk.

Managed copy teams and directed multi-channel messaging tailored for executive decision-makers across complex B2B verticals, healthcare organizations and municipal entities.

BrightEdge & Google Analytics certifications

Senior Copywriter/Brand Strategist (Freelance Basis) 2023-Present
Miley Studios *Reno, Nevada*

Brand Strategy & Positioning: Led messaging architecture, verbal identity and brand positioning strategies for diverse client portfolios, aligning creative tone with broader business objectives.

Multi-Channel Campaign Execution: Authored high-converting content across digital, print, search and social

channels, driving increased engagement and measurable audience growth.

Cross-Functional Collaboration: Partnered closely with art directors, web designers and project managers to deliver cohesive visual and editorial campaigns on tight client timelines.

Content Optimization & SEO: Applied search engine optimization best practices to website copy and content structures to enhance search visibility and organic traffic performance.

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*

Delivered white-label B2B content solutions, risk management messaging and strategic communications for medical, IT, FinTech and enterprise data center clients.

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 and 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 2005-2011
Reno Gazette-Journal *Reno, Nevada*

Led breaking news operations under tight deadlines, delivering rapid-response reporting and crisis communications during major regional incidents.

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 and editors on SEO headline writing and keywording within stories.

Education

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

Other skills

Answer Engine Optimization (AEO) Hubspot Certification
Symphony Platform
Google Analytics
SEMRush
Concur Spend Management
Emma Email
Wordpress and HTML
Jira, Trello and 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 Kostes, PIO for Public Utilities Commission of Nevada: 775-684-6100