

Darcy De León

Web Content Editor

Summary

Meticulous, freelance content editor and proofreader for Fortune 100 corporations and small and midsize businesses. Expert in Associated Press style with 28 years of writing and editing experience, including 11 years editing Web content.

Experience

Owner, Web Content Editor – [My Blog Editor](#)

2010 – Present (Five years)

Provide contract proofreading and editing services (online and print) to corporations and businesses, including substantive editing, copy editing, proofreading, style guide consulting and editing for search engine optimization (when requested) and brand consistency.

[Phillips 66](#)

July 2014 – Present (one year, one month)

Proofread materials created by the Phillips 66 Communications & Public Affairs Department. Responsibilities: proofreading for grammar, spelling, punctuation, clarity, accuracy, intent and adherence to the AP Stylebook and Phillips 66 Style Guide.

Products include: print and electronic newsletters, website content, departmental policies, crisis management plans, company fact sheets, executive biographies, posters, TV slides, magazines and special event collateral.

[ConocoPhillips](#)

April 2012 – March 2014 (one year, 11 months)

Proofread materials created by the ConocoPhillips Creative Services Department for the company's Investor Relations & Communications division. Responsibilities as the company's sole proofreader: editing for grammar, spelling, punctuation, clarity, accuracy, intent and adherence to the AP Stylebook, ConocoPhillips Style Guide and corporate design and branding standards. Products included: the company's 48-page quarterly magazine, print and electronic newsletters, website copy, departmental policies, crisis management plans, media relations procedures, company fact sheets, executive biographies, posters, TV slides, magazine advertisements, special event collateral, annual report and annual stockholder meeting program.

Small and midsize business clients

(various)

January 2010 – Present (five years)

Edit blog posts, website pages and other business communications pieces for small and midsize business owners. Responsibilities: Print and Web content editing, including metadata editing, when requested, to increase search engine optimization.

Senior Communications Specialist (Writer/Editor) – [MD Anderson Cancer Center](#)

July 2002 – November 2008 (six years, four months)

Planned, wrote, edited and published CancerWise, MD Anderson's monthly online publication, an award-winning external newsletter with more than 20,000 subscribers. CancerWise has since become MD Anderson's official blog.

Interviewed MD Anderson subject-matter experts and patients to research and write articles. Won three Houston Press Club "Lone Star Awards" for feature writing. Assigned, edited and proofread articles for quality assurance (hyperlink QA, AP style), formatted photos and tagged them for SEO and 508 compliance and published content in content management system. Also made video assignments and directed and published videos. (Videographer shot, edited and produced the videos.)

Implemented and carried out CancerWise social media strategies, which included frequently updating the @cancerwise Twitter account with links to new issues, specific articles and videos. Worked with Internet marketing manager, Internet Services content team and SEO vendor to improve CancerWise search engine results. Used Bronto email marketing services for distribution and subscriber analytics.

Manager of Marketing & Special Events – [Neighborhood Centers Inc.](#)

1999 – 2000 (one year)

Wrote, edited and published news releases and a 24-page annual report for a 700-person nonprofit agency. Also coordinated media relations and special events.

Freelance Content Writer – [Houston Citysearch](#)

1998 – 1999 (one year)

Wrote content about Houston visitor attractions and lodging for the site launch of Houston Citysearch.com. After the launch, continued as a regular contributor, writing profiles of small, Houston retail businesses.

Freelance Writer and Editor – Various publications

1996 – 2002 (seven years)

Wrote feature articles, news releases and public relations materials for corporations and nonprofit organizations in Houston. Also wrote feature articles for the Houston Chronicle "This Week" section and for magazines, such as "Weddings in Houston," "Hispanic," "Latina" and Better Homes and Gardens' "Renovation Style."

Corporate Communications Writer and Editor – [Torma Communications](#)

1995 – 1996 (one year)

Wrote and edited news and feature articles for internal corporate communications newsletters and brochures. Clients included Exxon Corp., Shell Oil Company and Schlumberger.

Public Relations Project Director – [City of Houston](#) (Mayor's Office)

1992 – 1995 (three years)

Wrote and edited newsletters, press releases, an annual report and brochures for the [Houston Crackdown](#) anti-drug program, a division of the Houston Mayor's Office. Also managed media relations and led community volunteer committees (speakers' bureau, etc.).

Political Campaign Volunteer Coordinator – Bob Lanier for Mayor

September 1991 – December 1991 (three months)

Helped coordinate Get-Out-The-Vote volunteer activities for Houston mayoral candidate Bob Lanier. After his victory, worked on the mayor-elect's transition team to support him (clerical duties) as he prepared to take office.

Newspaper reporter – [Reno Gazette-Journal](#)

1988 – 1991 (three years)

Reported and wrote news stories and news feature articles covering general assignments and beats, including city council and higher education. Won "Best of Gannett" and "The Associate Press News Executive Council" feature writing awards.

Newspaper reporter – [USA TODAY](#)

1989 – 1989 (four months)

Researched and wrote national news stories for USA Today newspaper as part of Gannett Newspapers' four-month Loanership program.

Newspaper reporter – [Corpus Christi Caller-Times](#)

1987 – 1988 (one year)

Researched and wrote news and news feature stories while covering the police and fire department beats.

Education

[Texas A&M University-Kingsville](#) – Bachelor of Arts, Communications

(Journalism major, English minor) 1985-1987. Editor, South Texan newspaper; contributing editor, Writer's Bloc literary journal; recipient of Department of English scholarship.

[The University of Texas at Austin](#) – Journalism major, 1981-1985.

Recipient of Jesse H. Jones Department of Communications Scholarship.