

Jonathan Coffman

Content Manager

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Experience

March 2021 – Current

Web Content Manager, UK HealthCare

- Managing web development and curation via Drupal
- Reviewing and publishing web copy with focus on brand voice
- Overhauling UKHC profile database, creating, updating, and removing over 300 profiles to date

April 2016 – March 2021

Staff Associate, UK Markey Cancer Center

- Writing and editing copy with focus on brand voice
- Managing all aspects of web development via Drupal
- Developing and delivering new internal communications channel reaching over 1,300 employees weekly

December 2015 – April 2016

STEPS Staff Associate, UK HealthCare Marketing

- Wrote and edited copy for the web and UKHC blogs
- Assembled HealthMatters newsletter each week with colleagues
- Collaborated with many teams on language and design of printed materials

August 2015 – December 2015

Public Relations Intern, UK Graduate School

- Assisted in web copy and photo editing for website
- Assisted in management of Facebook and Instagram accounts
- Developed series of profiles highlighting student experiences

August 2012 – December 2015

Freelance Reporter, The Kentucky Kernel

- Picked up stories covering a variety of topics such as election results, campus events, and community profiles
- Developed familiarity with WordPress and filed stories on the go

May 2015 – July 2015

Full-Time Summer Intern, KyForward

- Wrote and edited stories on a wide variety of topics
- Scheduled posts of news stories to our Facebook page
- Managed new interns in creating our daily newsletter together

May 2015 – July 2015

Part-Time Spring Intern, KyForward

- Wrote and edited stories on a wide variety of topics
- Scheduled posts of news stories to our Facebook page
- Developed ideas for feature stories based on incoming news

Education

August 2012 – December 2015

Bachelor of Arts, Communication

University of Kentucky

August 2018 - May 2021

Master of Business Administration

University of Kentucky

Skills

- Drupal
- Wordpress
- Adobe suite
- Microsoft Office suite
- MailChimp
- Writing and editing
- Teamwork and collaboration

References

Danielle Story

Assistant Director for Research
Administration
UK Markey Cancer Center
danielle.story@uky.edu

Allison Perry

Deputy Public Relations Director
UK Medical Campus
allison.perry@uky.edu

Justin Harris

Writer/Editor
University of Minnesota Foundation
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