

CHERYL BALTES



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📍 Orange, CA

PROFESSIONAL EXPERIENCE

CHAPMAN UNIVERSITY

Communications Manager, 11/2017 to present

- Develop and implement communications/marketing systems, procedures, strategy, and content calendars for the Attallah College of Educational Studies to support program goals and Chapman University brand.
- Promote college faculty, research, and activities to internal and external audiences (including peer institutions, state and local agencies, nonprofit organizations, local K-12 schools and districts, donors, alumni, and prospective students).
- Manage college's web and social media presence to strengthen audience engagement and support program recruitment using analytics, ADA web standards, and SEO best practices.
- Analyze and report impact of multichannel marketing initiatives.
- Coordinate and supervise video projects, from conception through filming and final editing.
- Curate, write, and edit all content on [Attallah College blog site](#).
- Write and edit college program- and research-based grants; accreditation reports; speeches and presentations; and digital, print, email, and event communications.
- Ensure editorial and design consistency and quality in all college communications.
- Curate, write, and edit articles for [Chapman Newsroom](#) and *Chapman Magazine*.
- Manage marketing budget, and oversee purchase and distribution of all college promotional items.
- Serve on college events team, coordinating event promotions, registration, speaker agreements, and facilities.
- Serve as staff liaison on internal and external advisory councils (including donor-supported initiatives and grant-funded projects).

SHORES EDITORIAL SERVICES LLC

Cofounder/Director, Business Operations, 10/2013 to 11/2017

- Developed standard operating procedures (SOPs) and cloud-based content management system for 20+ customer projects totaling more than \$650,000 per year.
- Managed LLC expenditures and budgets.
- Drafted and negotiated independent contractor agreements and client bids.
- Developed and implemented job-tracking systems to manage client deliverables, from deadline-driven single projects to multiyear journal management.
- Designed and maintained company website.

ADOBE

Editorial Lead, 3/2013 to 10/2014

- Helped launch Adobe's expanded B2B and B2C [digital marketing blog](#) as a subcontractor, quadrupling site audience.
- Developed and disseminated project-wide style guide, brand communications, and image guidelines.
- Trained and managed 70+ editors and brand advocates.
- Supervised and trained editorial team on system software and brand guidelines.
- Coordinated campaign-based editorial calendar.

FREELANCE

Managing Editor, 6/2009 to 10/2017

- Managed *IEEE Computer Graphics & Applications* ([computer.org/cga](#)), *IEEE MultiMedia* ([computer.org/multimedia](#)), *IEEE Intelligent Systems* ([computer.org/intelligent](#)), and *IEEE Annals of the History of Computing* ([computer.org/annals](#)) journals, concept to production, using digital platform tools.
- Established and maintained short- and long-term editorial and production calendars.
- Edited and formatted content for accuracy, readability, and consistency.
- Collaborated with staff and editorial boards to shepherd content and monitor peer-review pipeline.
- Coordinated with graphic designers, artists, writers, and multimedia providers on illustrations, artwork, and layouts.
- Managed teams of vendors and writers, ensuring on-time delivery of all journal content.

Editor, Writer, and Project Manager, 9/2002 to 11/2013

- Managed project deadlines and schedules for print and online projects.
- Edited, proofed, and fact-checked content for publishers, research institutions, museums, universities, cybersecurity companies, healthcare providers, professional associations, and digital marketing firms.
- Wrote and researched news stories and website content.

IEEE COMPUTER SOCIETY

Staff Lead Editor, 11/1998 to 9/2002

- Managed departments, and researched and wrote news articles.
- Developed and maintained magazine websites using multiuser, real-time content management system (CMS).
- Edited, proofed, and fact-checked content.
- Managed freelance editing assignments, training, and budgets.

EDUCATION

Chapman University
MA, English

University of California, Riverside
BA, English
Political Science minor

CERTIFICATES & TRAINING

Digital Marketing Specialization
University of Illinois at Urbana-Champaign

Content Marketing Certification
HubSpot Academy

Grant Writing Certificate
Grant Writing USA

SKILLS

15+ years STEM editorial and project management experience

Proficient in AP, APA, & Chicago style guides

Proficient in Microsoft Office Suite, Adobe Creative Suite, Google Analytics, Salesforce, Campaign Monitor, Microsoft Teams, Zoom Enterprise, Google Drive and Cloud-Based Apps, Concur, Cascade CMS, Slate CRM, WordPress, Hootsuite, LaTeX, HTML

VOLUNTEER EXPERIENCE

Blood Donor Ambassador

2/2021 to present
Red Cross

Adult Literacy Tutor

3/2017 to 1/2018
Orange Public Library

Girl Scout & Boy Scout Leader

9/2010 to present
Orange County Councils

School Board Member

9/2014 to 6/2015
Santiago Charter Middle School

Grant Writer & Researcher

9/2017 to 12/2018
Veterans Legal Institute