
Celeste Lagana

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[LinkedIn profile](#)

[Writing portfolio](#)

Summary

Results-driven Senior Writer and Copy Editor with experience in content creation (copywriting and copy editing), web SEO optimization, and client reference support. Skills include project and content management, social media, and Slack. Proven track record in delivering high-quality content and driving leads.

Experience

SDI International Inc, LLC for IBM

Senior Technical Writer – Holmes

04/2010 – 12/25

- Support the ibm.com agile web team. Craft, edit, and maintain copy for all assigned web pages and author content including articles, case studies, references, blog posts, infographics, slides, social media, and more.
- Edit all content for the technical content team including tutorials and educational articles.
- Generate high-quality leads by pursuing installed product stories and collaborating with cross-functional teams for interviews and approvals resulting in a 72% increase in sales-qualified leads.
- Streamline content publication by collaborating with the UX, design, and development teams—reducing time to polished and published content by half.
- Optimize SEO rankings by incorporating keywords and ensuring proper intent on all industry web pages by using the Clearscope tool, resulting in 60% of pages ranking on page 1 and 2 of Google.

Additional experience

IBM Software Group

Data Strategist

06/2008 – 03/2010

- Created and maintained WebSphere/AIM campaign data strategy.
- Maximized audience usage by identifying and eliminating data overlaps by using SQL queries, reducing contact fatigue and saving USD 250,000 in annual budget.
- Collaborated on the project to shift to an opt-out position resulting in over 1.3 million new email permissible contacts, saving the company over USD 1 million.
 - *3Q 2009 Bronze Medal Demand Programs Best Practice Award Winner*
 - *2009 Marketing Best Practice of the Year Award*

Skills

Content creation (copywriting, editing, AI copy, ad and email copy, long form writing, proofreading), SEO optimization, interviewing, research, project management, content management, communication, collaboration, experience with Chicago, MLA, AP and APA styles

Technical skills

Microsoft Office, Adobe Creative Suite, Slack, Jira

Education

Western Connecticut State University
Business Management

Experience continued:

IBM Global Financing, IBM

09/1994 – 06/2008

Global credit process analyst

2004 -- 2008

- Reduced credit reporting processing time by over 90% through automated credit scoring and workflow management tools.
- Created a control report dashboard to provide near real-time credit verification information.
- Supported all software rollouts through development and testing.

System analyst

1997 -- 2004

- Reduced the Canadian end of lease process by 50%.
- Improved the quote delivery system by creating and automating pricing reference tables.
- Provided quote delivery education to sales and pricing staff.
- Crafted and distributed system update end user bulletins and news flashes.

Public relations project assistant

1994 – 1997

- Implemented library and reference system for department publications.
- Crafted presentation materials for executives and staff and edited all outgoing communications materials.
- Coordinated press kits, briefings, and all staff education requirements.
- Acted as press and executive liaison for all departmental events.