

LEIJAH PETELKA

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Professional Summary

Dedicated editor with 2 years of experience managing overall content strategy for comics, gaming, anime, and manga. Decisive and well-organized leader with exceptional understanding of nerd culture and proven skills in capitalizing on current events and dynamic trends to engage audiences, accomplish objectives and exceed expectations.

Education

Bachelor's of Science: English

2018

Eastern Michigan University - Ypsilanti, MI

- Graduated with 3.29

Skills

- Knowledge of performance tracking
- Web content development
- Knowledge of color space theory
- Customer service professional
- QuickBooks proficient
- Experience with Remote work
- SEO & WordPress proficiency
- Detail-oriented
- Planning and coordination
- Team collaboration
- Exceptional time management
- High level of accuracy

Work History

VP Of Content

03/2019 to Current

[Atabey Media Inc](#) – New York, NY

- Making critical decisions that shape ComicsVerse's content and outcomes, increasing overall traffic by 10%
- Applying research and industry insights to company decision making, road mapping, and website planning
- Maintaining and growing strong networks of external industry experts leading to website exclusives
- Developing a content strategy for three separate websites that increased productivity by 25%
- Assisting the editor-in-chief on editorial and business projects
- Carrying out developmental editing and line-editing as needed

- Devoted special emphasis to punctuality and worked to maintain outstanding attendance record, consistently arriving to work ready to start immediately
- Worked with editor-in-chief to resolve publication problems and improve operations

Lead Editor

04/2017 to 03/2019

ComicsVerse LLC – New York, NY

- Conducted editorial meetings with staff members to collaborate and review proposed publication suggestions.
- Maintaining publication schedules & departmental databases, increasing website timeliness by 25%
- Staying on top of changes to in-house policies & procedures
- Hired, trained, and provided daily direction for 20 employees.
- Proofreading materials for digital publication, checking against source material to ensure accuracy
- Led team of 15 staff writers in production of content for daily publications
- Monitored social media and online sources for industry trends
- Delegated and tracked each staff member's assignments to ensure deadlines adherence

Editorial Intern

08/2017 to 04/2018

Journal Of Narrative Theory – Ypsilanti, MI

- Reviewed and edited 4-5 stories every month by marking errors and presenting to writers
- Assisted editors with final proofreading and layout by reviewing editor suggestions
- Coordinated Academic content and topics with editor and chief
- Proofread, edited, and evaluated final copy to verify content aligned with established guidelines
- Formatting & line-editing according to MLA format

Accomplishments

Undergraduate Symposium (Spring 2018)

I worked on this presentation for 4 months and was one of a few students elected to present. I was selected because of my research and the interest of the target audience. My overall argument was the inclusion of Comics into the literary medium. Centered on representation and enticing reluctant readers with images, comics are often seen as a children's medium.

Garden City Library (Fall 2016)

I was asked to visit Garden City Library during one of their popular Nerd Nites. I was asked to discuss how representation in comic books have effected readers and how we perceive comics. I was asked to participate because of my love for the topic and my ability to connect to an audience.