

Betsy Sallee

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I'm a senior editor and writer experienced in creating compelling content for highly technical SaaS companies. I'm known for catching technical inaccuracies, collaborating with other teams, and never letting sloppy copy slip through the cracks.

Employment History

Postman, Remote

Senior Editor, Content Marketing

September 2022-Present

- Lead an SEO content initiative, which has involved developing a content strategy, writing over 30 long-form articles, and giving detailed editorial feedback to other writers. This work has led to a 122% increase in non-branded traffic year-over-year.
- Provide structural and sentence-level edits to writers on a range of blog posts, including product announcements, company announcements, and thought leadership pieces
- Work cross-functionally to create and maintain product page content for Postman's entire product suite
- Write and edit internal communication for the leadership team

Datadog, Remote

Team Lead, Technical Content Editor

March 2021-August 2022

- Continued to perform all previous responsibilities while managing a team of writers, developing new processes, interviewing candidates, and driving content strategy

Associate Editor

May 2020-March 2021

- Wrote, edited, and researched highly technical blog posts, as well as research reports, product pages, case studies, web copy, e-books, and communication plans
- Provided detailed editorial feedback on content, structure, syntax, and tone to writers
- Worked closely with subject matter experts to ensure clarity and technical accuracy

Bustle Digital Group, New York, NY

Junior Engineer

September 2018-February 2020

- Built production-ready reusable and scalable components in React/Preact for use on all of BDG's properties, as well as its CMS
- Wrote and implemented Apollo Client queries and mutations to interact with BDG's GraphQL API
- Used advanced CSS to create and maintain sleek user interfaces across all of BDG's properties

Penguin Random House, New York, NY

Assistant Editor

December 2015-March 2018

- Line edited manuscripts and composed editorial letters to award-winning and best-selling authors
- Wrote book descriptions for marketing and retail use

Editorial Assistant

July 2013-December 2015

- Liaised between the Editorial Department and the Production, Marketing, and Publicity Departments

Publications

• Selected technical publications:

- ["API design overview." Postman](#)
- ["How to build an API." Postman](#)
- ["Monitor Snowflake with Datadog." The Monitor](#)
- ["A Beginner's Guide to React." Noteworthy—The Journal Blog](#)

• Poetry publications:

- ["Betsy, come to breakfast." Pinwheel](#)
- ["My Tell." DIAGRAM](#)
- ["In Case of Emergency." Nat. Brut](#)
- ["Every Day I Don't Die Is a Near Miss." No, Dear](#)

Education

Wesleyan University, Middletown, CT

Bachelor of Arts, 3.88 GPA

English (Creative Writing): Departmental Honors

May 2013

Flatiron School, New York, NY

Software Engineering Immersive focusing on JavaScript, React, and Ruby on Rails

August 2018