

BECCA SHREVES

Content Specialist | Web Content, Writing & Editing

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PROFILE

Content specialist and editor with 7+ years of editorial experience creating, editing, and preparing web, instructional, and audience-facing content for publication. At Wizards of the Coast, I turn complex, fast-changing program information into clear guidance for Wizards Play Network retailers and help move connected content through stakeholder review, CMS preparation, and localization handoffs. My background spans publishing, technical editing, B2B communications, and content operations, with particular strengths in editorial QA, cross-document consistency, and source-driven accuracy.

CORE STRENGTHS

Content: Web content creation and editing, FAQs, segmented emails, instructional scripts, interface copy, content calendar support, release coordination

Editorial: Editorial QA, cross-document consistency audits, source-document verification, copyediting, proofreading, stakeholder and subject-matter expert coordination, localization readiness

Tools: Contentful, Smartsheet, Confluence, SharePoint, Microsoft 365, Adobe InDesign, Chicago Manual of Style

PROFESSIONAL EXPERIENCE

Content Specialist (Contract)

Wizards of the Coast, Wizards Play Network (WPN) | Seattle, WA | **November 2025 – Present**

- Source information for articles by pursuing program managers and subject-matter experts for missing answers, decisions, and approvals, then turn their input into structured, publishable copy.
- Support the WPN content calendar and maintain an article tracker, coordinating timing, dependencies, and sequencing with program managers as content moves through release cycles.
- Created, substantially revised, or completed editorial QA for 25+ retailer-facing assets across six formats, including web content, FAQs, segmented emails, instructional scripts, interface copy, and partner materials.
- Led editorial development and consistency review across a complete six-article guidance series, standardizing voice, structure, terminology, and calls to action.
- Developed a coordinated 10-asset educational content suite pairing five written explainers with five instructional video scripts and detailed visual direction.
- Completed 90+ editorial QA and cross-document consistency review passes across approximately 30 connected assets, identifying conflicting guidance, terminology drift, unresolved requirements, and publication risks.
- Prepared 16 distinct retailer-facing pieces as Contentful-ready markup, completing formatting, metadata, link QA, and final consistency checks to support publication and localization handoffs.
- Coordinate reviews across program, marketing, and legal partners by preparing review-ready drafts, managing follow-ups, and routing material changes before publication.
- Maintain a 19-item cross-functional decision tracker that surfaces dependencies, clarifies ownership, and keeps unresolved program information out of retailer-facing content.
- Contributed writing and editorial QA to three coordinated content-release batches in one quarter, updating connected materials as requirements changed.

Freelance Editor and Writer

Becca Shreves Editorial | Seattle, WA | **March 2019 – Present**

- Edit manuscripts, product content, and digital materials for publishers, businesses, and independent authors, including work for Amazon Publishing and Kirkus Media.
- Provide developmental editing, line editing, copyediting, proofreading, fact-checking, and continuity review using Chicago Manual of Style and client house styles.
- Restructure complex or technical material to improve readability while preserving the author's intended meaning and voice.
- Work directly with authors and collaborators to clarify intent, resolve editorial questions, and keep concurrent projects moving on schedule.

Client Partnership Representative

Mallory Safety & Supply | Seattle, WA | **August 2023 – February 2025**

- Developed and edited training manuals, instructional content, and internal documentation supporting onboarding and operations.
- Translated technical product information into clear B2B content and kept customer-facing and internal materials aligned across teams.
- Provided bilingual English and Spanish customer support and partner communication for Spanish-speaking customers.

Report Coordinator

Rimkus | Seattle, WA | **October 2022 – June 2023**

- Edited technical engineering and legal reports for clarity and consistency while preserving the intended meaning of compliance-heavy material.
- Coordinated revisions across departments and worked with subject-matter experts to resolve conflicting or unclear information before publication.
- Managed multiple concurrent reports under tight deadlines, keeping revisions organized and deliverables publication-ready.

ADDITIONAL EXPERIENCE

Administrative Assistant, Admiral of the Fleet Cruise Center | Bellevue, WA | **2019 – 2020**

Corporate Receptionist, Northwest Center at Amazon | Seattle, WA | **2015 – 2018**

Third Grade Bilingual Teacher, Centennial Elementary School | Plano, IL | **2014 – 2015**

Bilingual and ESL Instructional Aide, Plano High School | Plano, IL | **2013 – 2014**

EDUCATION

Certificate in Editing

University of Washington | **2019**

Capstone developmental and line editing practicum with May McGoldrick

Bachelor of Arts, Spanish and Intercultural Studies

Olivet Nazarene University | **2013**

Minor: English as a Second Language