

AUSTIN BALLARD

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FIRST 30 DAYS: Learn & Integrate

- **Review editorial guidelines, style guide, and brand voice.** I'll review your employee handbook, style guide(s), and any other guidelines you have. I'll also familiarize myself with your brand voice by reading existing articles.
- **Become familiar with the content pipeline, approval processes, and deadlines.** I'll prioritize learning who I need to contact about each step of the workflow about what topic. I'll make sure to set up my calendar and notification systems so that future deadlines will be met.
- **Learn all necessary tools.** I'll install and learn all the CMSs, SEO software systems, and project management tools needed to complete my first project.
- **Build relationships and solicit early feedback.** I'll introduce myself to the writers, designers, and marketing team members. I'll make sure that KPIs and success metrics are understood early on. After doing my first few projects, I'll ask for early feedback to refine my methods and build good habits from the get-go.

60 DAYS: Contribute & Optimize

- **Refine my editing process.** After I'm familiar with the editing process and standards, my efficiency and editing speed will naturally increase, and I'll make sure that my accuracy is maintained. If I notice patterns in writer errors, I'll make note of them and point them out to the writers to help them improve as well.
- **Propose workflow improvements.** As I find ways to improve the workflow, processes, or templates, I'll present them in team meetings. I want to make every process easier for everyone and increase efficiency!
- **Seek personal growth.** I'll continue to ask for feedback, seek training to improve my methods, eliminate roadblocks in workflows and communication, and set SMART goals.

90 DAYS: Lead & Innovate

- **Maximize efficiency.** I'll identify bottlenecks in the content pipeline and automate repetitive tasks to continue to optimize efficiency. I'll train writers on common mistakes or grammar issues to improve their writing skills and save time on editing processes.
- **Expand influence.** I'll help onboard new editors and writers, run training sessions, update documentation and style guides, and collaborate on projects with other teams.
- **Plan for the future.** I'll discuss future growth with leaders and set long-term development goals. I want to leave a lasting impact and be a key resource in content creation for you!