

# ALEX HOWARD

## Director of Content Operations & Product Strategy

*Bridging Editorial Vision with Technical Execution*

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## SUMMARY

Editorial Director driving product strategy at the intersection of content, technology, and user experience. 10+ years leading content operations at scale, with proven expertise in CMS architecture, workflow automation, and cross-functional product development.

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## CORE COMPETENCIES

Product Roadmapping & Content Strategy | CMS Implementation & Content Modeling | Workflow Automation | Cross-Functional Leadership | Sprint-Based Product Development | Content Analytics & Performance Optimization | Team Scaling & Development

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## PROFESSIONAL EXPERIENCE

### EDITORIAL DIRECTOR (CONTENT PRODUCT), DESTINATIONS CONTENT | Lonely Planet

#### Mar 2024 – Present

- Shaped content model and release strategy for mobile app launch (100+ destinations), embedding editorial into product development from sprint planning through launch
  - Designed POI-based content architecture for Contentful CMS, structuring 70k+ POIs with variant models enabling single-source publishing across print, web, and mobile
  - Built business case and led cross-functional relaunch of flagship guidebook format, integrating reader research into a board-approved product roadmap
  - Shifted platform team's CMS strategy from full "rip/replace" to ecosystem approach, achieving 99% cross-channel content reuse
  - Oversaw \$5M budget (\$272k under forecast) and scaled team from 8 to 15 globally, delivering 200+ annual releases with zero missed deadlines.
  - Drove EditorJS block-based editor adoption across editorial org, aligning rollout with engineering sprint cadence and completing QA ahead of launch
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## MANAGING EDITOR, DESTINATIONS CONTENT | Lonely Planet

Feb 2022 – Mar 2024

- Designed Toolkit Keyword Framework as a systematic content planning system, driving 164% destination session growth and 46% overall traffic increase (2023)
  - Identified systemic inefficiency in guidebook production through firsthand workflow analysis, then designed integrated automation suite eliminating 420+ hours annually
  - Developed 269 destination pages across 25 distinct article types, building a repeatable content toolkit framework adopted across editorial teams
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## SENIOR EDITOR, HOMEPAGE | Lonely Planet

2019 – 2022

- Managed content operations across multiple CMS platforms for lonelyplanet.com homepage (500k monthly visitors), coordinating with design and engineering on content delivery
  - Built database of ~1,000 contributors with scalable onboarding and management processes
  - Led team of editors and copyeditors publishing SEO-driven content meeting audience growth goals
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## MANAGING EDITOR, US MAGAZINE | Lonely Planet

2017 – 2019

- Managed editorial operations for quarterly print magazine (125k circ), coordinating design/copy teams to hit deadlines
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## DESTINATION EDITOR | Lonely Planet

2014 – 2017

- Oversaw production of 35 guidebooks for Western US/Canada; partnered with sales/marketing to ensure brand consistency
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## TECHNICAL SKILLS

**Systems & CMS:** Contentful (Headless), Drupal, WordPress, EditorJS, Asana, Jira, Figma

**Automation & Engineering:** Google Apps Script, n8n, Power Automate, REST APIs, JSON, Webhooks, Python (Basic)

**Analytics & Strategy:** Google Analytics (GA4), Databricks, SEO Strategy, Content Modeling, Taxonomy Design

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## EDUCATION

Florida State University | BA English, Minor in Communications (Certificate in Publishing)

Transom Traveling Workshop | Certificate in Podcasting