

Shelby R. King

Complex systems. Clear stories. Editorial operations built to scale.

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LEADERSHIP PROFILE

Content and editorial leader with 16+ years across journalism, developmental editing, and B2B content strategy. I make difficult subjects legible, credible, and useful by building the strategy, standards, workflows, AI-enabled operations, and cross-functional systems that help expertise travel.

CURRENT SCOPE

Functional lead for Payments content strategy and operations at CSG Forte. Own editorial strategy and execution across thought leadership, executive communications, customer proof, product and solution content, SEO/AEO/GEO, web content, sales enablement, and AI-assisted workflows. Direct external contributors and agency work; establish standards and governance; align Product Marketing, Design, SEO, Customer Success, Sales, SMEs, and leadership.

SELECTED SCALE & IMPACT

- 150+ Insights articles produced or supported since Feb. 2025; 202-article library operationalized.
- Named customer-story portfolio expanded from 6 to 11, with proof reused across marketing, sales, proposals, and buyer education.
- Up to five external writers and ebook contributors directed at once; \$60K agency engagement managed.
- 30 high-value SEO opportunities mapped; 12-week optimization roadmap and KPI baseline built.
- Full public website relaunch supported in under four weeks through messaging, architecture, migration, and publishing QA.

CORE CAPABILITIES

Strategy: Content strategy • Thought leadership • Executive communications • Customer proof • Product and solution messaging

Operations: Editorial leadership • Governance • Contributor models • Cross-functional leadership • Publishing QA

Systems: SEO/AEO/GEO • Information architecture • AI-assisted workflows • Measurement • Reuse and optimization

PROFESSIONAL EXPERIENCE

CSG Forte - Editorial Specialist | Functional Lead, Payments Content Strategy & Operations

Jul 2023-Present

- Built the operating model behind a high-volume content function: governance, intake, calendars, briefs, review paths, contributor workflows, publishing QA, optimization, measurement, and reuse.
- Own editorial strategy and operations across thought leadership, executive communications, customer proof, product and solution content, SEO/AEO/GEO, web, sales enablement, and AI-assisted workflows.
- Led solution messaging, information architecture, migration, and publishing support for a full public website relaunch completed in under four weeks.
- Built AI-assisted workflows for research synthesis, briefing, optimization, reuse, and quality control with explicit human editorial guardrails.
- Directed external writers, ebook contributors, agency partners, and cross-functional stakeholders toward consistent, credible work without relying on formal reporting authority.

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Content & Editorial Leadership | Complex Systems | shelbyrking@gmail.com | shelbyrking.com

PROFESSIONAL EXPERIENCE CONTINUED

Shelterforce - Investigative Journalist, Housing Finance & Policy

2021-Present

- Report nationally on the financial, operational, and policy systems shaping affordable housing for practitioners, policymakers, funders, lenders, developers, advocates, and community leaders.
- Built a sustained affordable-housing business-model investigation examining preservation, capital, operating stress, lending, public policy, and institutional incentives.
- Develop trusted sources across executives, economists, researchers, developers, lenders, residents, advocates, and public officials; translate contested evidence without sanding off uncertainty.
- Reporting has influenced stakeholder responses, including attention to manufactured-housing finance and future tenant protections.

The CE Shop - Developmental Editor, Real Estate Education

2016-2023

- Shaped online Pre-Licensing, Post-Licensing, and Continuing Education content, translating real-estate law, regulation, and industry practice into accurate digital learning experiences.
- Partnered with SMEs, instructional designers, multimedia specialists, and product teams to improve logic, pacing, compliance, consistency, and learner experience.

Earlier Experience - Developmental Editor; Newspaper Reporter; Front-of-House Restaurant Manager

Earlier career

- Edited long-form nonfiction and reported on government, education, business, courts, public safety, and community systems; built expertise in public records, interviewing, deadline judgment, and source development.
- Managed customer-facing restaurant teams, coaching staff in real time and making operational decisions under pressure.

EDUCATION, SPEAKING & TECHNOLOGY

Education: University of Oregon, B.A. English Literature; B.S. Magazine Journalism, 2009

Speaking: NCRC Annual Conference (2024) • YIMBYtown Portland (2022) • Shelterforce webinars • Housing After Dark • industry podcasts • public author talks

Technology: Contentful • WordPress • Netlify • Semrush Enterprise • GA4 • Search Console • Power BI • Glean • ChatGPT • Claude • Perplexity • Copilot • Gemini • NotebookLM • Asana • Notion • Canva • Figma • Zoomforth

SELECTED EDITORIAL RANGE

Housing finance and policy: preservation, operating stress, lending, public subsidy, institutional incentives, and resident impacts.

Complex B2B payments: product and solution messaging, buyer education, customer proof, sales enablement, SEO/AEO/GEO, and executive communications.

Editorial systems: source development, standards, governance, content operations, AI-assisted workflows, and cross-functional review models.

Senior content strategy, editorial systems, and AI content operations