

Adell Windus

Writer

Profile

Strategic leader with 8 years of writing experience, blending creativity with analytical insight. Expert in crafting compelling narratives and driving content strategy to engage audiences and elevate brand presence. Adept at leading cross-functional teams to achieve ambitious goals.

Employment History

Senior Writer at Penguin Random House, NH

Apr 2025 - Present

- Spearheaded a cross-functional team of 12 writers and editors, leading to a 27% increase in publication efficiency by streamlining the editorial process.
- Developed and implemented a content strategy that resulted in a 34% boost in digital readership over two fiscal quarters, aligning with market trends and consumer insights.
- Mentored junior writers, fostering talent that contributed to three award-winning publications, enhancing the company's reputation for literary excellence.
- Directed the launch of five high-profile book series, generating an additional \$4.7 million in revenue through strategic market positioning and targeted promotional campaigns.

Staff Writer at The New York Times, NH

Sep 2023 - Mar 2025

- Spearheaded a team of 7 writers, increasing content output by 23% while maintaining editorial quality and adhering to tight deadlines.
- Cultivated investigative stories that led to a 15% uptick in readership engagement, showcasing an acute understanding of audience interests and industry trends.
- Orchestrated cross-departmental collaborations to streamline the editorial process, cutting production time by 18% and boosting operational efficiency.
- Directed coverage on pivotal events, leveraging strategic insights to enhance The New York Times' reputation as a leader in impactful journalism.

Junior Writer at HarperCollins, NH

Aug 2017 - Aug 2023

- Spearheaded a collaborative project that increased manuscript approval efficiency by 27%, enhancing the editorial team's productivity and reducing turnaround times.
- Orchestrated weekly brainstorming sessions, boosting team creativity and generating over 40 innovative content ideas for potential publication.
- Implemented a new digital tracking system that streamlined communication between departments, leading to a 35% reduction in project delays.

Details

adell.windus@gmail.com

(943) 729-2329

Manchester, NH

Links

[linkedin.com/in/adellwindus](https://www.linkedin.com/in/adellwindus)

Skills

Narrative Strategy

Content Architecture

SEO Mastery

Audience Analysis

Brand Storytelling

Cross-Platform Integration

Data-Driven Insights

Editorial Leadership

Creative Direction

Languages

English

Indonesian

Hobbies

Photography

Gardening

Cooking