

CLIENT NAME

City, ST | (000) 000-0000 | firstname.last@gmail.com | website

CORE SKILLS

Home & Lifestyle Content
Branded Content Strategy
Trend Analysis & Prediction
Leadership in Editorial Teams
Sourcing & Onboarding Talent
Strategic Editorial Calendar
Sales & Event Content Strategy
Social Media Content
E-commerce Content Development
Creative Direction & Styling
Comprehensive Project Management
Impactful Short form Writing
Performance Monitoring
Innovative Art Direction

VOLUNTEER WORK

Marketing & Communications Office,
Company Name
Website Producer & Content Manager,
Company Name

Senior Editor

An Authority in Home, Lifestyle & Branded Content Development

KEY QUALIFICATIONS

Dynamic and multifaceted editor with comprehensive home, lifestyle, and branded content creation expertise. Known for attention to detail, superior research abilities, and distinct artistic vision, consistently delivering compelling, informative, and captivating content. Proven track record in leading editorial projects at reputable publications like XX Publications and XX Publications, coupled with the ability to craft influential narratives. Well-versed in identifying emerging trends with an established history in project management.

CAREER HIGHLIGHTS

- Facilitated a Fortune 500 company's magazine launch at XX as an Executive Editor, creating stories and photoshoots and increasing readership.
- Steered a successful craft editor role at XX Publications by leveraging home-related content creation and photoshoot management expertise to produce compelling narratives and drive increased reader engagement.
- Made significant contributions to the creative community by serving twice as a juror for the esteemed XX and XX Awards.
- Made a seamless transition into branded content creation at an award-winning agency, XX, utilizing versatile writing skills to produce compelling advertorials for industry giants like XX and Samsung and marking a career highlight with an influential piece.

Professional Experience

Branded Content Editor

2022 – 2023

Company Name

Executed tasks effectively despite the unexpected departure of the direct supervisor, demonstrating resilience and adaptability. Utilized journalistic skills to create branded content, marking a successful career transition into a new role. Contributed substantially to team performance, fostering an atmosphere of collaboration and respect, thus being part of the best team.

- Produced a persuasive advertorial for XX, showcasing versatility in writing styles.
- Highlighted product benefits for XX customized appliances in written content, enhancing their appeal to potential consumers.
- Authored a captivating travel piece on XX, broadening portfolio with content outside the usual scope.
- Collaborated on XX+ native campaigns with companies like XX, XX, XX and XX, aligning their KPIs with content delivery.
- Presented client content ideas and adjusted concepts based on their feedback and analytics.
- Adapted and tailored communication style to echo the unique brand voices and stylebook guidelines of various publications within XX portfolio, fostering content alignment and upholding respective brand messaging and values.

Digital Content Editor

2021 – 2022

Company Name

Engaged with colleagues on Slack, fostering positive professional relationships. Acquired a personal interest in gardening due to constant engagement with the subject, demonstrating a passion for continuous learning. Assisted in the continuous improvement of the magazine's content offering.

- Reviewed and fact-checked XX+ XX-related stories, contributing to the accuracy and relevance of published content.
- Adapted to diverse tasks, including copy editing, research, and data addition, displaying flexibility and comprehensive editorial skills.
- Edited and updated articles across various categories, ensuring content was evergreen and optimized for an online audience.
- Revised existing articles with AP style, SEO best practices, and brand guidelines, enhancing overall content quality.
- Managed tasks within the XX CMS, showing proficiency in content management systems.

Freelance Writer and Editor

1997 – Present

Conducted an in-depth exploration of the benefits of journaling for a published article for XX, creating engaging, reflective content and presenting an array of curated journals for readers to purchase. Collaborated with designers and homeowners to write home decorating stories, showcasing a knack for descriptive writing, and understanding design aesthetics. Organized and documented a thematic Halloween story for XX, exhibiting creativity and organizational skills. Contributed as a writer and editor for multiple notable brands, establishing a diverse and expansive portfolio.

- Wrote meta descriptions for XX expanding digital skills and contributing to the website's SEO effectiveness.

- Contributed to an online content audit for XX, demonstrating the ability to evaluate and improve content critically.
- Engaged in diverse freelance projects to learn and expand skill sets, exemplifying a proactive approach to professional development.
- Maintained an open-minded stance towards attractive freelance opportunities, illustrating adaptability and readiness for new challenges.
- Curated diverse and appealing gift guides across various categories, including seasonal selections, tailored options for women over 50, cozy winter essentials, and innovative new-age gifts, driving engagement and sales through well-crafted commerce pieces.

Creative & Editorial Director

2017 – 2019

Company Name

Managed a team of XX interns each summer, resolving any arising issues professionally. Formed long-lasting mentor relationships with interns, promoting professional growth. Sourced hundreds of professional-quality free photos from the internet, creating a cost-effective strategy for the platform's visual appeal. Composed compelling descriptions for the gifts offered on the platform. Sourced and designed suitable visuals for the website within a limited budget.

- Developed and launched the organization in collaboration with the CEO.
- Reviewed and recruited interns, overseeing a team of up to XX+ individuals.
- Contributed significantly to developing a fundraising website for the XX Foundation.
- Generated significant growth in platform engagement due to impactful website content and visuals.
- Contributed to the meaningful mission of the organization, successfully achieving donations and benefiting numerous nonprofits.

Owner/Designer

2005 – 2015

Company Name

Reignited passion for ceramics and founded a design studio. Used a unique blend of ceramic skills and magazine background to capture visually compelling images of ceramic pieces. Utilized previous experience in commerce editing and creating gift guides to anticipate consumer desires and design aesthetically pleasing pieces. Established and taught ceramics and product design classes in XX, fostering individual talent and skills, with notable recognition in XX.

- Networked with renowned individuals in the design world, including design studios and various magazine editors.
- Achieved extensive editorial placement in numerous publications, including XX, XX, XX, XX, XX, XX, XX, and XX.
- Managed two online stores and numerous social media channels, increasing brand exposure.
- Twice served as a judge for the XX Awards, highlighting industry recognition.
- Executed all public relations and social media initiatives, boosting awareness and audience engagement.

Author/Producer/Photo Stylist

2003 – 2004

Company Name

Leveraged an unexpected opportunity to transition from assisting in book packaging to authoring a comprehensive book, providing valuable content for a prospective employer in the book packaging industry. Partnered with a recognized photographer and completed the shooting/visual content of the book within nine days. Leveraged previous experience as a successful eBay seller to provide credible advice in the book. Served as the prop stylist to enhance the project's quality.

- Combined diverse knowledge areas in the book, offering readers comprehensive guidance on XX use.
- Gained a sense of accomplishment and pride from the successful completion of "XX."
- Received a XX Award in the XX category, affirming the book's quality.
- Conceived and composed comprehensive how-to instructions for all projects featured in the book, enhancing user comprehension.

Executive Editor

2002 – 2003

Company Name

Launched XX magazine, a custom women's lifestyle magazine for an international XX client. Managed all branded entertainment, lifestyle, and DIY content. Sourced and secured shoot locations nationwide, ensuring diverse and relatable content.

- Organized and coordinated with food and prop stylists and photographers, maintaining a high standard of content presentation.
- Achieved increased readership due to strategic content management and compelling visual presentation.

Early career: Senior Articles Editor, Company Name | Editor, Company Name

EDUCATION

Bachelor of Arts, Creative Writing & Studio Art (Ceramics) | College Name, City, ST

XX Camp, Summer 2015