

Toni Perling • Copywriter • Web Content Specialist

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Writer, editor, web content consultant and online marketing expert provides entertaining, factual, concise and grammatically-correct content for a variety of top-tier websites and other media. Expert in dog, design, medical, television and live entertainment categories. Experienced in various CMS and database systems.

Goldstar.com • *April 2010 – present* • Full-time copywriter/listings editor for top live entertainment ticketing site with audience of over 2 million members; writer/editor of weekly *Roar of the Crowd* email, customized for over twenty regions, with 450,000 subscribers; chosen to lead voice development and appointed head copywriter of game/daily deal project; in-house editorial contest winner 7 out of 12 weeks. Please see my [portfolio](#) for sample copy.

DoggieNames.com • *January 2014 – present* • Creator/editor of [DoggieNames.com](#), the web's top destination for dog names and related info. Along with a ranking of Most Popular Dog Names in the world, the site also features a database of more than 2500 dog names, listed by gender and category, a celebrity dog blog, a Pup Names Profile page, Top Ten Name Lists and much more. Content requested and shared at [Dogster.com](#).

Freelance Writer/Producer • *1995 – present* • Writer/story producer of reality, competition, and informational shows including Pietown TV's *ReDesign* (HGTV); 10x10 Entertainment's *Made in the USA* (USA Network) and *Kitchen Trends* (HGTV); Mike Mathis Productions' *I Didn't Know I Was Pregnant* (Discovery/TLC); GRB Entertainment's *Diagnosis X* (TLC); Writer for network and cable television with drama and TV-movie credits at CBS, NBC and Lifetime. Member WGA. Former Episodic Series Intern, ATAS. See [IMDB](#) for more credits.

Various Websites • Membership Executive, InkTip.com; Marketing Executive, TrueStories4Hollywood.com; CMS Specialist, MediaAccessPro.com; contributing editor, BridesTelevision.com; Viral marketing through Facebook, YouTube and other viral sites, along with email and web campaigns.

Demand Media • Wrote, researched, copy edited, published and socialized ehow.com and answers.com articles on various topics, including entertainment, medical, consumer, writing, pets, travel and design trends. Received over 350,000 views.

TV Guide Magazine • Wrote prime-time network programming synopses, Close-Ups, and Highlights listings; Created and authored Soap Opera column; Maintained programming database.