



CICELY VIRGINIA FORD

**WRITER | DIGITAL CONTENT CREATOR |
CREATIVE ENTREPRENEUR**

PROFILE

Publishing professional with life-long passion for the written word, extensive experience researching, creating and editing compelling, factually accurate content that educates, empowers and inspires. Well-rounded career history includes journalism, digital marketing strategy, television program production & writing in addition to digital content creation. Hands-on experience applying writing expertise within fields such as journalism, creative entrepreneurship, editing, blogging, marketing, and social media. Seeking opportunities to contribute a creative, versatile, and writing-oriented skill set to a company environment.

COMPUTER SKILLS: Social Media platforms/analytics, Squarespace, WordPress, InDesign, Final Cut, Photoshop, MS Office, Mac/PC Platforms, Adobe Audition, Adobe Premier, InDesign, Acrobat, MS Office Suite, (Word, Excel, Outlook), Bootcamp, Instagram, Twitter, TikTok, Podcasts, Development/Production, Snapseed, Retouch, VSCO, PicsArt. **Soft Skills:** Creativity, Writing, Editing, Versatility, Interpersonal Skills, Adaptability, Diversity Awareness & Advocacy.

ACTIVITIES & INTERESTS

Reading • Literary Arts • Writing • Art • Hiking • Travel • Mental Health • Photography • Community Outreach • Music • Broadcast Production • Storytelling

PROFESSIONAL EXPERIENCE

LITERARY ARTIST, BOOK REVIEWER, PHOTOGRAPHER, BRAND AMBASSADOR

Chicago, Illinois | 2016 – present

- Book review/literary arts website dedicated to identification, promotion of niche literary talent via social media.
- Leveraged editorial, social media expertise, and diverse professional experience to create, establish, and curate content for book review/book photography website that drives brand awareness via website podcasts, book reviews, Instagram, Twitter feeds.
- Published 10+ book reviews per month and attracted/secured multiple opportunities TO receive/review arcs (advance reader copies).
- Other key successes: grew Instagram audience to 42,000+; increased audience by 50% 6 months after literary arts account was created (current average: 5000+ reach, 20,000+ impressions views per month)
- Selected by established publishing houses such as Simon & Schuster, Penguin Random House, Bloomsbury, Crown, Knopf Publishing, Catapult, Riverhead, Macmillan, Disney books, and various authors to photograph, review new book releases and backlist books to elevate social media profile.
- Receives, reviews an average of 4 to 6 books per month; genres include dystopian, science fiction, mystery, fantasy, high fantasy, urban fantasy, adult contemporary, classic literature, historical fiction, young adult.
- Secured book/brand ambassadorships from book-related product businesses and monthly book subscription boxes companies: bookofthefirst.com (book club, monthly book selections, giveaways), owlcrate.com, themeltinglibrarystore.com, fairyloot.com and studiosweden.com

WRITER/EDITOR

Remote | 2008 – present

- Provider of compelling editorial content for variety of online and print publications and television production companies.

- Developed/pitched ideas, researched, wrote, edited features, Q &A pieces, profiles, and interviews for such nationally recognized outlets as N'Digo newspaper, Soul Train and Gloss Magazine Online. Additional clients included the Beverly Price Company, True Star Foundation & Central City Productions.
- Write weekly review pieces for online news platforms — including popsugar.com, medium.com and chicagoblockclub.com; correspond remotely with website staff for deadlines, to pitch ideas, receive assignments, and rework drafted material.

MORE RELEVANT PROFESSIONAL EXPERIENCE

Chicago Public Schools Liaison, Production Assistant, Floor Director

Green Screen Adventures (GSA) - educational programming at Weigel Broadcasting co., WCIU-TV | Chicago, Illinois | 2010 – 2011

- Winner of 7 national awards, GSA is an educational program encouraging writing and literacy among elementary students.
- In collaboration with producer, writers, generated story ideas for /facilitated production of national children's television and online program, green screen adventures (GSA).
- Wrote content, tracked story submissions, acted as program representative to inspire student participation in pitching, writing segments.
- Contributions: delivered presentations to 40+ elementary, middle school teachers, administrators and 100+ students about GSA, its impact, and value of student contributions to growth, evolution of program's content.
- Appeared at 2010 national association for education of young children conference, gave presentations that introduced educators, parents to GSA program, generated interest and participation.
- Facilitated selection of 50+ young writers for GSA by establishing, moderating meetings between GSA program staff and the 2011 statewide authors conference team.

EDUCATION

Master of Arts, Journalism, DePaul University
Chicago, Illinois | 2010

Bachelor of Arts, Communication/New Media, Northeastern
Illinois University | Chicago, Illinois | 2008

AWARDS

EUNICE WALKER JOHNSON SCHOLARSHIP IN JOURNALISM,
Academic Performance, DePaul University | Chicago, IL 2010

KEY SKILLS AND CHARACTERISTICS

Strong interpersonal & communication skills • ability to work
collaboratively as part of a team • problem solving • leadership •
meticulous attention to detail • excellent organizational skills •
poised under pressure • compassion towards colleagues