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## Professional Summary

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**Versatile Editor and Writer offering extensive experience in social media content curation, editing and storytelling. Adept at transforming complex topics into innovative, engaging, and informative news stories.** Be it leader or supporting player, I'm at my best when part of a passionate, creative team. I've never missed a deadline.

## Skills

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- Editing
- Newsletters
- Photography
- Press releases
- Story Development/Research
- Social Media
- SEO
- Copywriting
- Content Creation/Strategy
- AP and Chicago Manual of Style
- Copyediting
- Journalism
- Creative Writing
- PR/Marketing Materials

## Work History

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### FREELANCE WRITER/EDITOR

01/2007 to Current

#### Various Clients

My main objective is to research and complete writing tasks for a variety of businesses, such as [PotreroView.net](http://PotreroView.net), [TheSpaceReporter.com](http://TheSpaceReporter.com), [YBNY.com](http://YBNY.com), [CTLatinoNews.com](http://CTLatinoNews.com), [MountainX.com](http://MountainX.com), [PlanesWalkersLibrary.com](http://PlanesWalkersLibrary.com) and many others. I adhere to competing deadlines, writing 20 to 30 engaging, accurate and creative news stories per month.

#### *Notable accomplishments:*

- Cultivate social media following across numerous platforms engaging over 300,000 total followers
- Compile information regarding stories through interviews, observation and in-depth research
- Check all facts to maintain high standard of journalistic integrity and maintain publication's reputation

### ASSOCIATE EDITOR & STUDENT COMPETITION DIRECTOR

04/2017 to 08/2019

#### *Make-Up Artist Magazine*

Key Publishing Group consists of the International Make-Up Artist Trade Show and *Make-Up Artist* magazine, and for this company I wore many hats and juggled a full work-load in a fast-paced environment. I proved myself to be a key player in a wildly creative and ambitious team.

#### *Notable accomplishments:*

- Optimized online and print strategies to maximize coverage increasing advertiser funding and subscriptions
- Directed and organized student competition ([Battle of the Brushes](#)) at trade shows, escalating marketing efforts and effectively drawing in more revenue through an increase, on average, of 30 submissions per show
- Created and managed social media content on numerous platforms increasing followers to over 1 million
- Managed content and aesthetics of all company sites: [IMATS.net](http://IMATS.net), [Makeupmag.com](http://Makeupmag.com), and [Keypublishinggroup.com](http://Keypublishinggroup.com) developing new systems to drive traffic, increasing page views by approximately 100,000/month
- Overhauled the layout and aesthetics of [Makeupmag.com](http://Makeupmag.com) implementing a long-form story layout as well as implementing an RSS feed and publishing content on new platforms dramatically increasing page views
- Spearheaded marketing campaigns to drive ticket sales for IMATS, superseding sales expectations
- Developed strategies to push magazine sales, resulting in a back-issue sales increase by 20 percent
- Brought fresh stories ideas to the table, namely drawing in influencers, which ultimately led to repeated sell outs of the printed magazine

## MANAGING EDITOR

05/2014 to 03/2017

### **Messenger Publishing Group**

As the leader of a strong team of writers and photographers, I was able to provide the community with captivating content via 10 newspapers (three weeklies, four bimonthlies and three monthlies) and one monthly magazine.

#### *Notable accomplishments:*

- Coordinated online and print content and topics with editor and chief, elevating the investigative portion of our coverage
- Devised attention-grabbing headlines and summaries for social media posts and online and print articles
- Communicated directly with reporters to assess stories and improve quality of work
- Monitored breaking news for information on incidents, events and topics of interest to quickly assign coverage

## PUBLICATIONS MANAGER

11/2010 to 02/2014

### **Better World Club**

As the voice of the Better World Club, I elevated the quality of content and designs while maintaining consistency with brand message.

#### *Notable accomplishments:*

- Wrote weekly newsletter tackling current political and environmental issues, implementing a satirical tone and ultimately gaining over 2,000 subscribers
- Maximized advertising efforts by developing content for media relations, corporate communications and social media posts
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating and authentic approach
- Created high-impact messaging for all marketing media, contributing to increase in revenue

## CONTENT CREATOR/COPYWRITER

05/2008 to 05/2013

### **Luxury Living Magazine**

While working for *Luxury Living* I exercised my creativity in order to utilize all platforms to sale time shares and luxury items.

#### *Notable accomplishments:*

- Produced quality writing based on in depth research for online and print publication
- Completed thorough research into assigned topics in order to write in authoritative and complete manner
- Presented unique copy options based on overall marketing objectives
- Coordinating images and layout to ensure high quality presentation of content

## Education

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SAN FRANCISCO STATE UNIVERSITY – San Francisco, CA

**Bachelor of Arts in Journalism 2007**

MEDIABISTRO – Online

**Copywriting Certificate 2009**

## Community Involvement

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**Reach Out and Read** – Volunteer since 2018

**Portland Triathlon Club** – Member since 2017

**Soldier's Angels** – Volunteer since 2016

**Vancouver Animal Lover's Book Club** – Founding member, organized in 2015

## Technical Skills

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MS Office ♦ Google Drive ♦ Yoast ♦ WordPress ♦ Google Analytics ♦ Adobe Creative Suite ♦ CMS ♦ MailChimp ♦ Mild HTML