

Talon Abernathy

Apt. 412 807 Jefferson St. Vancouver, WA 98660 • (253) 374-2023
Abert.2008@gmail.com • <https://www.linkedin.com/in/talon-abernathy-958b8524a/>

SKILLS

- **Editorial Strategy & Storytelling:** Narrative development, content strategy, cross-functional collaboration, editorial workflow optimization, and compelling storytelling across formats
- **Analytics & Data-Driven Content:** Performance analytics, data-driven decision making, content optimization, user engagement metrics, A/B testing, and iteration
- **Project management:** Experience leading and managing diverse teams to execute on complex, multi-phase projects from conception to delivery, ensuring adherence to timelines, budgets, and quality standards
- **Content Coordination & Project Management:** Cross-functional team leadership, timeline management, stakeholder communication, and quality assurance processes
- **Technical Skills:** SEMrush, Ahrefs, Moz, Google Analytics, WordPress, Microsoft Office Suite, content management systems

EXPERIENCE

LendingTree • Senior Writer

(05/2023) - (02/2026)

- **Developed and executed editorial strategy for ValuePenguin's health insurance vertical**, creating compelling narratives that simplify complex topics for diverse audiences
- **Authored and updated 357 articles of content for ValuePenguin**, significantly expanding the platform's insurance and financial guidance resources through strategic storytelling
- **Led biannual renters insurance content updates**, coordinating cross-functional teams and managing project timelines to ensure accurate, current information across all platforms
- **Collaborated with UX professionals to redesign the ValuePenguin homepage** to improve user experience
- **Leveraged analytics reports to drive data-driven content decisions**, utilizing SEO tools and performance metrics to optimize content visibility and user engagement
- **Completed in-house UX training** to enhance content design and user experience optimization capabilities

Self-employed • Freelance writer

(04/2018) - (05/2023)

- **Crafted compelling narratives for Money.com**, creating personal finance content that drove reader engagement and brand authority
- **Created technology and SaaS content for Digg**, covering business applications and industry trends with compelling storytelling and technical accuracy
- **Produced analytical storytelling for The Urbanist**, demonstrating versatility in crafting narratives across diverse content verticals and specialized knowledge domains
- **Specialized in complex topic simplification through storytelling**, translating technical, financial, and insurance concepts into accessible narratives for general audiences

- Achieved media recognition with content published by major outlets including The Miami Herald, Money.com, GOBankingRates, MSN, Nasdaq, The Sacramento Bee, and Yahoo! Finance

English Teacher, Greater Seoul Area

(06/2016) - (08/2021)

- Adapted teaching methodologies for Korean learning styles and cultural preferences, demonstrating flexibility and cultural sensitivity in international environments
- Worked collaboratively with individuals from a broad range of cultures and geographic origins

EDUCATION AND CERTIFICATIONS

Bachelor of Arts, Political Science | University of Washington

Concentration: Political Economy

Copy Editing Certificate | UC San Diego Extended Studies