

TERESA SELLINGER

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9 Stonebridge Road, Sparta, NJ 07871

SUMMARY

Talented editor and writer with extensive experience creating powerful print, social media and digital content; building client relationships; and driving marketing efforts. Seeking opportunity to contribute to a creative, collaborative team while increasing the productivity of a dynamic organization. Highly experienced in developing original, SEO-friendly content, working both independently and within a team. Extremely creative with the proven ability to build record readership levels in print and digital media.

SKILLS

- Copywriting
- Editing
- News reporting
- Proofreading
- Print/digital content development
- Branding/advertising strategy
- SEO
- AP style usage
- Google Suite, MS Office, Canva, WordPress

EXPERIENCE

Journalist, *TapInto Sparta, NJ*

- Research, write, edit and post enticing, locally-relevant articles employing SEO strategies. 2022-present
- Cover local government and board of education meetings and events as both reporter and photographer.

Editor/Writer, *Best Version Media/Sparta Living Andover, NJ*

- Researched and wrote entertaining, locally-relevant articles resulting in 109% page growth. 2019-2022
- Edited publication including advertiser/community-submitted articles and design direction.
- Managed social media resulting in 540% increase in audience reach.
- Developed advertiser sponsorship/partnership marketing opportunities and researched/wrote advertiser business profiles resulting in sales increases and contract renewals.

Copywriter/Marketing Manager, *Team Nest Builder Sparta, NJ*

- Managed successful marketing efforts—brand management, analysis, advertising, collateral development, blog/advertising copywriting—contributing to \$36MM in real estate sales. 2016-2019
- Interviewed clients and incorporated narratives into a wide range of marketing efforts.

Copywriter/Marketing Director, *Bruce Lemler Photography/ARTwood Sparta, NJ*

- Managed marketing and public relations efforts including copywriting, website development/management, special events, partnerships, and cross-channel advertising. 2010-2016

Editor/Writer, *Mommy Poppins New York, NY*

- Managed New Jersey team of freelance writers while writing articles, editing submissions, sourcing photos and developing content schedule. 2008-2010

Director of Promotions Strategy, *Brand Buzz/Y&R New York, NY*

- Directed promotions team within 360-degree marketing agency, managing \$3MM in accounts contributing to agency surpassing corporate revenue goals by 50% in Y2. 1999-2002

EDUCATION

B.A., Communication Studies *The University of Iowa*