

TERESA SELLINGER

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9 Stonebridge Road, Sparta, NJ 07871

SUMMARY

Creative, detail-oriented editor and writer with extensive experience crafting original, SEO-optimized print and digital content that drives record readership and engagement while advancing marketing initiatives. Thrives independently and as part of a team, bringing a blend of creativity and strategic insight to every project. Seeking an editorial role with room for growth within a creative, collaborative team in a dynamic organization.

SKILLS

- Content creation
- Writing
- Editing/proofreading
- Content strategy
- SEO optimization
- Email marketing
- Social media management
- Event management
- Brand strategy
- WordPress, Google Suite, MS Office, Canva
- CMS
- AP/AMA style usage

EXPERIENCE

- Asst. Digital Editor, *Physician's Weekly* Basking Ridge, NJ** 2024-Present
Digital Editorial Asst. 2023-2024
- Develop, write, and digitally publish wide range of SEO-optimized site content.
 - Create, edit, and schedule 42+ weekly non-sponsored email newsletters while managing new testing effort, contributing to ongoing analysis-driven enhancements.
 - Manage social media across 3 channels, leading to 7,234% increase in X new followers and 201% increase in Facebook engagements.
- Journalist, *TapInto* Sparta, NJ** 2022-2023
- Developed, wrote, and digitally published SEO-optimized, locally-relevant, high-traffic articles.
- Editor/Writer/Content Coordinator, *Sparta Living* Andover, NJ** 2019-2022
- Wrote entertaining, locally-focused, interview-driven articles resulting in 109% page growth.
 - Edited publication including advertiser/community-submitted articles and design direction.
 - Managed social media resulting in 540% increase in followers.
 - Developed advertiser partnership marketing opportunities and wrote business profiles driving revenue and contract renewals.
- Copywriter/Marketing Manager, *Team Nest Builder* Sparta, NJ** 2016-2019
- Managed successful marketing efforts—event management, advertising, collateral development, blog/advertising copywriting—contributing to \$36MM in real estate sales.
 - Interviewed clients and incorporated narratives into wide range of marketing efforts.
- Copywriter/Marketing Director, *Bruce Lemler Photography/ARTwood* Sparta, NJ** 2010-2016
- Managed marketing and PR efforts including copywriting, website development/management, events, partnerships, and cross-channel advertising.
- Editor/Writer, *MommyPoppins* New York, NY** 2008-2010
- Managed NJ freelance writing team while writing articles, editing submissions, sourcing images, and publishing digital content.

EDUCATION

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