

Wendy Allen

driftingearth@gmail.com | www.wendy-allen.com

Summary

Writer and editor with 13 years' experience in online and print publishing, content strategy, leading cross-departmental teams, driving editorial development workflows, copyediting and proofreading.

Experience

Senior Writer & Editor, Organic Valley / CROPP Cooperative, La Farge, Wisconsin. *July 2006 – Present*

- Managing editor and copyeditor for company blog (organicvalley.coop/blog): lead cross-departmental editorial team and strategic content development; manage contributors, workflows, and internal outreach and education.
 - In its first year, blog met 12-month traffic goals in 10 months.
- Write and edit a wide range of materials for various departments.
- Editor/project manager of the company's annual report. Implemented process and layout improvements to make the report more focused.
- Created the company's first in-house style guide through a cooperative, cross-departmental process; facilitate annual style guide reviews and updates.
- Led the creation of company-wide resource library.
- Leader of 12 to 15 basic and advanced messaging and communications trainings each year.

Previous positions at Organic Valley: Content Editor (2017-2019), Content Coordinator & Copy Editor (2013-2016), Public Affairs Coordinator (2010-2012), Marketing/Media Relations Associate (2007-2009), Marketing Intern (2006).

Writer and Editor, Owner. Drifting Earth Editorial Services. *September 2006 – Present*

Provide varied writing and editing services to clients. See portfolio at wendy.allen.com. Notable recent work includes:

- Edible Madison magazine: Digital Editor (April 2010 – June 2019): online editorial development, managing freelancers, social media, newsletter. Copyeditor and writer (April 2010 – Present).
- Farmer Direct Organic Foods copywriting and editing: web redesign (2016), U.S. retail packaging (2016), Canadian retail packaging (2017), bulk packaging (2017), one-off copy needs (2018); e-commerce website (2019).
- Wakunaga supplements copywriting: Kyo-Green powder (2018); Kyolic garlic (2018); Kyo-Dophilus probiotics (2019).
- Gulf State Park, AL, copywriting and editing for interpretive trail signage (2017-2018).

Travel Team Leader, Logistics Health, Inc., La Crosse, Wisconsin. *March 2006 – December 2010*

Travel to military locations nationwide to conduct health assessments for the Army National Guard and Reserves. Led teams of 5 to 15 admin and physician's assistants, directed all on-site activities, communicated with various levels of corporate and military personnel.

Education

Certificate in Editing. Poynter News University & ACES: The Society for Editing. August 2015.

B.A., English. Minor, Creative Writing. University of Wisconsin-La Crosse (UWL). May 2006.

Semester at Sea study abroad. Academically sponsored by the University of Virginia. Fall semester 2002.

Leadership

Emerging Leaders Program graduate, Organic Valley / CROPP Cooperative, June 2019

Conference workshop presenter: ACES: The Society for Editing (2017 and 2018), Women Food & Agriculture Network (2013 and 2018), Wisconsin Local Food Network (2014).

Service trip to Negril, Jamaica, with University of Wisconsin-La Crosse study abroad program. March 2006.

Recipient of University of Wisconsin-La Crosse International Research Grant Award. January 2006.

Founding member, University of Wisconsin-La Crosse Alpha Nu Upsilon chapter of Sigma Tau Delta International English Honor Society, 2005. Secretary, January – May 2006.

Proficiencies & Technology

AP Style Guide, including online custom style guide
Chicago Manual of Style

Microsoft Office Suite
Adobe Acrobat

Quick learner of content management systems
Project/task management software