

ASHLEY ZIEGLER

WRITER & EDITOR

Profile

A deadline-driven and strategic communications professional with strong research, writing, editing, organization, and collaboration skills. Seeking an impactful role that allows for creative and independent work for an organization with a positive purpose.

EXPERIENCE

FREELANCE WRITER AND EDITOR

Various Clients

2015 to Present

- Research and write features and articles from 300 to 3,000+ words delivering up to 50 assignments per month to recurring clients
- Test and critique products and provide honest feedback or write first-hand product reviews to increase brand awareness and affiliate revenue
- Edit new and evergreen content, focusing on relevance and best practices

DEPUTY EDITOR

Pregnancy & Newborn (acquired by eAccountable in January 2023)

June 2023 to Present

Senior Editor June 2022 to June 2023

- Pitch compelling editorial content ideas, keeping current industry trends and diverse audience in mind; plan and manage the editorial calendar
- Research, interview experts, write, edit, and collaborate on a given topic in a fluid, fast-paced, deadline-focused environment
- Collaborate on the composition of the site's weekly email newsletter
- Assign projects to freelancers, draft detailed article briefs, and provide constructive feedback to ensure optimal article performance

ASST. DIRECTOR OF CREATIVE & CONTENT SERVICES

eAccountable

January 2024 to August 2024 (company re-org)

- Led the editorial and copy services for eAccountable's Creative Studio
- Developed and produced high-quality, engaging, and persuasive copy
- Collaborated with the creative services team to ensure cohesive copy and design elements integration in all marketing and editorial materials

LIFESTYLE WRITER

Romper (BDG)

November 2019 to May 2022

- Curated articles of varying formats and lengths covering pregnancy, parenting, health, sex, holidays, fashion, beauty, and more
- Delivered quality, accurate copy to editors, gathered constructive feedback on completed drafts, and made editorial revisions as needed

✉ ashleyziegler15@gmail.com

📍 Fuquay Varina, NC

🌐 [Portfolio](#) • [LinkedIn Profile](#)

SKILLS

- Writing and editing long-form and SEO articles
- Collaborating across verticals and departments
- Building and maintaining SME and PR relationships
- Pitching and planning new content and copy
- Updating evergreen articles
- Planning and composing weekly newsletters
- Managing editorial calendars and publishing deadlines
- Mastering client tone and style
- Researching using credible sources
- Tracking content performance using analytics
- Recruiting and managing freelance writers
- Working with various CMS and PM platforms

BEATS

- Health
- Beauty
- Pregnancy
- Parenting
- Commerce
- Lifestyle
- Babies
- Kids

FREELANCE CLIENTS

- Scary Mommy
- Byrdie
- The Bump
- Everyday Health
- Parents
- Verywell Family
- People
- Verywell Mind
- Health
- The Mom Project
- Femestella
- Inspire More

EDUCATION

BACHELOR OF ARTS IN COMMUNICATION

Purdue University

MASTER OF SCIENCE IN MANAGEMENT

Indiana Wesleyan University