

ASHLEY ZIEGLER

WRITER & EDITOR

Profile

An accomplished and driven writer, editor, and strategist with proven experience in research, creative and professional writing, SEO strategy, and content planning and management. Highly motivated, deadline-driven, and detail-oriented with strong communication and collaboration skills.

EXPERIENCE

ASST. DIRECTOR OF CREATIVE & CONTENT SERVICES

eAccountable

January 2024 to Present (company re-org)

- Serve as the editorial and copy lead for eAccountable's Creative Studio
- Develop and produce high-quality, engaging, and persuasive copy
- Collaborate with the creative services team to ensure cohesive copy and design elements integration in all marketing and editorial materials
- Continue to serve as deputy editor for Pregnancy & Newborn

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; plan and manage the site's editorial calendar
- Research, interview experts, write, edit, and collaborate on a given topic in a fast-paced, deadline-driven environment
- Assign projects to freelance contributors, providing edits and constructive feedback

FREELANCE WRITER

Various Clients

2015 to Present

- Pitch original ideas based on the client's purpose, mission, and audience
- Write well-researched features and articles from 300 to 3,000+ words
- Deliver up to 50 assignments per month to recurring clients

LIFESTYLE WRITER

Romper (BDG)

November 2019 to May 2022

- Write articles of varying formats and length covering pregnancy, parenting, health, sex, holidays, fashion, beauty, and more
- Work closely with editors to ensure copy is accurate, making revisions as needed

✉ ashleyziegler15@gmail.com

📍 Fuquay Varina, NC

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

SKILLS

- Long-form, copy, and content writing and editing
- SEO strategy
- Pitching and planning new content
- Updating evergreen articles
- Recruiting and managing freelance writers
- Mastering client tone and style
- Researching using credible sources
- Interviewing subject matter experts
- Building and maintaining PR relationships
- Navigating various CMS platforms
- Managing editorial calendars
- Collaborating across verticals and departments

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

ADDITIONAL WORK EXPERIENCE AVAILABLE UPON REQUEST