

# ASHLEY ZIEGLER

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## PROFILE

An accomplished, driven content creator, editor, and strategist with proven experience in creative and professional writing, editing, SEO strategy, and content planning and management.

## SKILLS & AREAS OF EXPERTISE

- Pitching and planning new content
- Writing and editing articles across verticals
- Revising and refreshing evergreen content
- Interviewing experts for original quotes
- Mastering client tone and style
- Content creation, planning, and management in various CMS platforms
- Recruiting and managing freelance writers
- Prioritizing inclusive language
- Implementing SEO strategy
- Creating and adapting to evolving style guides
- Organization, planning, and time management
- Beats: Parenting, News, Advocacy, Health, Wellness, Motherhood, Commerce, and Lifestyle

## CONTENT EXPERIENCE

- Write well-researched features and articles ranging in length from 300 to 3,000+ words
- Edit content from fellow staff writers and freelance writers
- Recruit freelance writers and oversee projects from start to finish
- Collaborate on the development and management of editorial calendars
- Deliver up to a combined average of 50 assignments each month to recurring clients
- Pitch original ideas to editors based on their unique platform's purpose, mission, and audience
- Closely follow SEO guidelines as directed to ensure maximum article performance and reach
- Identify, connect with, and interview industry experts for original quotes and factual information
- Collaborate closely with editorial teams to conceptualize and revise content as needed
- Update existing content to bring it to current standards and/or for accuracy and relevance
- Complete and deliver final copies on or before deadlines; including quick-turnaround assignments

## Employment

- 06.2023 to Present - *Deputy Editor, Pregnancy & Newborn*
- 06.2022 to 06.2023 - *Senior Editor and Writer, Pregnancy & Newborn*
- 11.2019 to Present - *Contributing Writer, DotDash Meredith*
- 11.2019 to 05.2022 - *Lifestyle Writer, Bustle Digital Group (Romper)*
- 09.2019 to 09.2022 - *Contributing Writer, Femestella Media*
- 11.2020 to 07.2022 - *Community Writer, The Mom Project*
- 06.2021 to 06.2022 - *Regular Contributing Writer, The Bump*
- 11.2020 to 05.2021 - *SEO Writer, Livingly Media (Mabel + Moxie)*
- 07.2018 to 02.2021 - *Contributing Writer, InspireMore*
- 09.2017 to 08.2019 - *Executive Branding Writer & Editor, AdvisoryCloud*
- 09.2015 to Present - *Freelance Writer, Various Clients / Special Projects*

## ADDITIONAL EXPERIENCE

- North Carolina Medical Board, 2015 to 2017
- Corporate Recruiter, Dude Solutions & IQVIA (Formerly Quintiles), 2014 to 2015
- HR Coordinator, PRA Health Sciences, 2014
- Administration & HR Roles, Duke University Medical Center, 2010 to 2014

## EDUCATION

- Master of Science in Management - Indiana Wesleyan University
- Bachelor of Arts in Communication - Purdue University