

# Nancy Eike

EDITOR | WRITER

612.251.8955



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<http://tinyurl.com/ya8ouu9x>



## SKILLS

Editing

Writing

Blogging

Managing

Proofing – InDesign

Time Management

## EDUCATION

BACHELOR OF ARTS

English

Metropolitan State

University

December 2004

## WORK EXPERIENCE

### FREELANCE EDITOR/WRITER/BLOGGER

Eike Creative | May 2018 - Present

- Edit content and write internal communications stories for clients, including the Hazelden Betty Ford Foundation and Jack Link's.
- Create website content, ghostwrite blogs, etc., for Xpres Bath & Shower.
- Write stories for Next Avenue, online magazine for TPT, *Northern Gardener*, and others.

### EDITOR

*White Bear Lake Magazine* | Tiger Oak Media | May 2012-February 2018

- Launched *White Bear Lake Magazine* in 2012.
- Created, developed, sourced, assigned, proofed and edited all editorial content for *White Bear Lake Magazine*.
- Assigned stories to staff and freelance writers.
- Wrote stories, edit notes, heds, deks and cover copy.
- Worked with art director on all art/layout aspects of magazine.
- Managed interns, freelance writers and freelance budget.
- Assembled and managed editorial board, as well as ran all meetings.
- Periodically blogged, uploaded web-only stories, and posted on Facebook.

### STAFF WRITER

Tiger Oak Media | February 2012-May 2012

- Interviewed subjects and wrote 50 articles for six community lifestyle magazines (CLMs).
- Attended quarterly meetings.
- Wrote blogs to coincide with each article.

### FREELANCE WRITER

Eike Creative | January 2005-May 2012

- Pitched stories to editors.
- Wrote more than 40 business profiles across a variety of industries.
- Interviewed subjects and wrote more than 200 articles for numerous publications, including *Minnesota Business*, *Minnesota Bride*, *Northern Gardener*, *Woodbury Magazine*, *Edina Magazine*, *Plymouth Magazine*, *Maple Grove Magazine*, *Southwest Metro Magazine* and *Stillwater Living*.

### CO-OWNER/FOUNDER

Swike Creative | September 2006-April 2008

- Co-founded and managed small writing firm with more than 30 clients, across several industries.
- Created collateral materials, website content, feature articles and speeches.
- Wrote script and oversaw video marketing project.
- Created taglines.