

NATASHA LAVENDER

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Summary

Always thorough freelance writer and editor, who enjoys nerdy levels of research and transforming a mess of boring facts into gripping, fresh and accurate content, written in your publication's unique voice.

Skills

- Writing
- Editing
- Fact-checking
- Proofreading
- AP Style
- Research
- Translating dull information into human
- Features and essays
- Health articles
- Blog posts
- Listicles
- Website copy
- Email newsletters

Experience

FREELANCE WRITER

June 2018 – Present

Writing editorial content and marketing copy for a variety of clients.

- Writing 800 to 1,500 word health articles for Brit + Co, pitching 2 to 3 weekly ideas based on news and the readers' interests, researching topics, interviewing a network of experts, and explaining studies in an engaging and accurate way.
- Writing personal essays for websites including BuzzFeed and Hello Giggles: An article for the latter led to an appearance on Houston show Morning Dose.

AKIRA | Chicago, IL

FASHION WRITER

August 2017 – May 2018

Wrote copy and blogs for this Chicago-based fashion retailer.

- Wrote 30 to 35 product descriptions of clothes, accessories and shoes every day, including measurements, fabric care, country of origin, sizing recommendations, and a sartorially inspiring descriptive paragraph.
- Wrote blog posts about upcoming trends, developing AKIRA's fun tone of voice while also being informative and accurate.
- Contributed ideas for creative email campaigns.
- Reported errors in SKUs, damages, mislabeling, and other product issues.

Good Housekeeping | London, UK

EDITORIAL ASSISTANT

December 2014 – September 2016

Wrote features, health articles, interviews and advertising copy for Good Housekeeping, the UK's best-selling women's monthly magazine.

- Pitched original story ideas at planning meetings.
- Interviewed celebrities, health experts, and women with inspiring stories.
- Researched and wrote an events page based around a celebrity interview I arranged and conducted.
- Compiled and edited the readers' letters page, liaising with the social media team to get suitable answers from Twitter and Facebook followers.
- Compiled and edited the copy and collected images for a page of offers specifically for subscribers.
- Wrote copy for sponsored content.
- Compiled research and reference materials.
- Proofread, fact-checked and edited copy in the sub-editing department.

Quill Content | London, UK
EDITORIAL MANAGER
September 2013 – November 2014

Wrote freelance blog posts for this content marketing start-up before being hired as an in-house editorial manager, liaising directly with clients in a range of industries, and editing copy produced by a network of writers.

- Wrote and edited blog posts, newsletters, product descriptions, infographics, scripts and website copy.
- Covered topics including insurance, fashion, news, travel, car vinyl wrapping, and medical equipment.
- Oversaw the redesign of a prestigious loss assessor's website, collaborating with the American-based developer and designer on the UX and UI design, communicating the client's feedback, and writing all the copy to correspond to SEO demands.
- Corresponded with a network of writers, assigning work, fact-checking and editing it, and giving constructive feedback.
- Collaborated with graphic designers and photographers.
- Clients included 3M, Butterfly Twists, Long Tall Sally, Littlewoods, Very, Radisson Hotel Group, AXA, STA Travel.

Portfolio

natashalavender19.journoportfolio.com

Good Housekeeping samples: natashalavender19.journoportfolio.com/good-housekeeping

Brit + Co author page: brit.co/author/nlavender/

Hello Giggles author page: hellogiggles.com/author/natasha-lavender/

AKIRA author page: blog.shopakira.com/author/natashal-shopakiragmail-com/

Education and Training

University of Birmingham | UK

BA in English and American Literature (2013)

First-class with Honors

Ranked in Top 10% of class

Film Editor at Redbrick student newspaper

Interned at website We Love This Book and in the Marie Claire features department

Personal Projects

Tashful (tashful.wordpress.com)

The blog I started when I moved to Chicago, covering subjects including feminism, love, baseball, running, and films.

Write Here Write Now (writehere-writenow-tasha.blogspot.com)

My first blog: one post led to an essay on BuzzFeed.

So That's Why (sothatswhypodcast.com)

I research, write, record and edit this podcast about the unexpected histories of everyday objects.

References

Available upon request.