

# KORILYNN WOOD

Editorial | Copywriting | Marketing

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## PROFILE

*Accomplished and dedicated writer and editor with experience developing unique content. Ability to work under pressure and ensure deadlines. Technologically adept with expertise in print, social media, and digital publishing who thrives in multimedia storytelling. Experienced developing original content and news stories, working both independently and within a diverse team atmosphere. Creative with the ability to gather high levels of followers in print and digital media.*

## EDUCATION

### MASTER'S IN CREATIVE WRITING

Focus: Fiction & Writing for Young People  
Antioch University, Los Angeles, CA

### BA IN ENGLISH (Extended)

Focus: Literary Theory  
MSU Billings (2014) | Cum laude 3.7 GPA

#### Honors:

Lyle Cooper Award; Sigma Tau Delta  
Leadership Award

## ABILITIES

Editorial | Copywriting | Marketing  
Publishing | Proofreading | Line Editing  
Developmental Editing | Drafting | Revising  
Web Editing | Design | Production  
Writing | Interviews | Research  
Establish Tone | Visualize | Craft  
Collaborate | Organize | Interpret

## TECHNICAL SKILLS

### Operating Systems:

MS Windows | Apple | CMS

**Office Suites:** Google | Microsoft | Adobe

**Spreadsheets:** MS Excel | Google Sheets

**Publishing:** WordPress | InDesign

Photoshop | Submittable | TCMS

Microsoft Publisher

### Coding:

HTML | CCS

### Communication:

Slack | Zoom | Skype

**Presentation:** PowerPoint | Google Slides

## EDITORIAL ASSETS

### Writing:

**Have written for** newspapers, magazines, journals, newsletters, blogs, websites, social media.

**Have written** news articles, features, cover stories, fiction, profiles, blog posts, web pages, press releases, media alerts, marketing emails, social media posts, essays, personal essays, critical reviews, biographies, and interviews.

### Editing:

Served as Editor-in-Chief, Editorial Assistant, Curatorial Assistant, Copywriter, and Publishing Fellow. Experiences in macro and micro editing. Thorough copy editor, content editor, and proofreader. Work harmoniously with team members, including writers, reviewers, designers, publicists, artists, and managers. Ensure the factual accuracy of all news and feature articles and brand-specific webpages by in-depth fact-checking and research procedures.

### Multimedia:

Experience in blogs, social media, SEO, photo acquisition, and editing. Develop content for clients' websites. Apply analytics tools to boost websites' reach. Collaborate closely with social media and marketing teams to create must-follow social media feeds. Experience in backend editing and website maintenance.

## EXPERIENCE CHRONOLOGY

**Freelance Writer** | Antioch University, Los Angeles, CA (Present)

**Editor-in-Chief** | Lunch Ticket, Los Angeles, CA (2016 – 2019)

**Copywriter** | Austin Adventures, Billings, MT (2018)

**Publishing Fellow** | Los Angeles Review of Books (2018)

**Curatorial Assistant** | Gutfreund Cornett Art, CA (2017)

**Editorial Assistant** | Billings Gazette, Billings, MT (2014 – 2016)

## EDITORIAL & PUBLISHING EXPERIENCE

### Antioch University | Lunch Ticket

Recruited to contribute stories, articles, blog posts, and interviews on a subcontract basis, based on the writing and editorial success during my tenure at Antioch and as EIC for Lunch Ticket.

- ✓ **Oversaw editorial functions** to include hiring and mentoring student contributors, managing freelance writers, developing production schedules, assigning projects based on writers' skills, providing editorial/creative direction, writing compelling and persuasive copy that spoke directly to the audience, and managing multimedia projects; reviewed, rewrote, and approved copy developed by other team members.
- ✓ **Managed team of 48 MFA students** and alumni to publish writers and artists.
- ✓ **Ensured quality control and ethical standards** of all publications for print and digital outlets.

### Achievements:

- ✓ Presented a seminar.
- ✓ Secured headline interviews.
- ✓ Participated in public readings.
- ✓ **Conceived and gained administration approval** to launch the School Lunch Program for youth ages 13-17, offering a platform for literary and artistic expression. This bi-weekly publication serves as a social service of the creative program to reach underserved youth populations.
- ✓ **Gained approval for a complete restructure of the Lunch Ticket website** by demonstrating how an updated site would benefit the journal, masthead, and Antioch University.
  - ◆ Restructured site navigation to emphasize weekly content, social media icons, and splash page graphics. Reconceptualized visual art displays by replacing thumbnails with galleries inviting viewers to examine details and brushstrokes previously lost.
- ✓ Increased Facebook followers by 21% in 12 months, Twitter 34% in 6 months, and Instagram 77% in one year.

### Austin Adventures

Managed corporate website as a copywriter for a national vacation planning company. Updated and maintained website content and SEO configuration to optimize visitor experience, boost site traffic, and preserve online security.

- ✓ Utilized creative writing talent to produce enticing promotional materials, website design to streamline the visitor experience, and social marketing skills to keep the company forefront in online searches.

### Los Angeles Review of Books and University of Southern California Publishing Fellow

An intensive 6-week fellowship exploring the publishing industry. Gained invaluable insight through seminars presented by New York and Los Angeles publishers. Received guidance, resources, and evaluation by regular conferencing with mentors and entrepreneurs/experts culminating in the launch of LARB Publab online journal.

### Gutfreund Cornett Art

Created content for multiple platforms within defined time frames, leveraging the knowledge of best SEO practices for better search engine performance. Wrote, proofread, edited, and managed content. Assessed assignments, set priorities, and created timelines, and delivered high-quality content.

### Billings Gazette

Served as the obituaries page editorial assistant, working under minimal oversight, in addition to writing feature articles for the entertainment and local interest special sections.

- ✓ Penned both digital and print stories, large and small, on a full range of music and arts events in the area. Covered consumer and business-leaning stories, including performer and artist interviews, event coverage, and concert and play reviews.