

Annie Ferguson

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Summary

I have 13 years of experience in professional editing and writing for digital and print platforms at Pace, a content marketing agency. In 2016, I launched my own writing business. Topics I've covered include travel, food, human interest, home and garden, health, business, and entertainment. I have thrived on a variety of projects and have launched new business and led an editorial team.

Experience

Self-employed

Independent editor and writer January 2016–present

- Marketing Director for PIX-US, a Greensboro-based CGI company
- Writer for *O.Henry Magazine* and *O.Henry Seasons*
- Freelance writer and editor for Pace, including *Walmart World*, *Thrive* and *AAA Living*

Pace, 1301 Carolina St., Greensboro, NC

Editor February 2015–January 2016 *Verizon.com/about* & *Verizon.com/fioslounge*

- Conceptualize, create and edit content, including infographics, articles, and other asset types, for Verizon's corporate and careers websites.
- Serve as managing editor and later editor of FiOS Lounge website, which includes tracking article status, setting up processes, pitching ideas, uploading content in WordPress, and writing articles

Editor March 2013–February 2015 *Walmart World*

- Assign, write, and edit lifestyle content, profiles, and business features
- Develop multichannel content and upload to walmartworld.com
- Supervise editorial staff members
- Travel to and report on Walmart's annual meetings as needed

Managing Editor July 2011–March 2013 *Walmart World*

- Manage editorial process of monthly magazine for Walmart associates
- Write and edit articles, proof magazine, and ensure quality

- Supervise junior editorial staff

Managing Editor February 2010–July 2011 *Seminole Player's Life*

- Maintain relationship with property managers at six Seminole Casinos
- Manage editorial process, write stories, and generate story ideas

Contributing Editor May 2009–July 2011 FourSeasonsMagazine.com

- Write, edit, and fact-check stories; incorporate keywords; post content
- Manage the editorial process of restaurant sites for individual hotels

Editor March 2009–February 2010 Verizon Sales Collateral

- Implement changes from the client on business sales collateral
- Serve as project manager for the Welcome Guide and Business Guide
- Contribute to new-business pitches as assigned

Associate Editor/Web Editor June 2006–January 2009 HEMISPHERES

- Write articles and generate story ideas for United's in-flight magazine
- Proof all stories and assign/edit articles, coordinate internship program
- Secure Web-only content (videos, podcasts, images, articles)

Assistant Editor May 2003–June 2006 *E&I Preview* / HEMISPHERES

- Write, assign and edit stories and other magazine departments

Education

Elon University BA in Journalism and International Studies May 2003

Technology & Qualifications

- InDesign, Microsoft Office, Acrobat, WordPress
- Elon University's iMedia Sampler Course, completed March 2015

Awards

Communicator Award: Copy/Writing – *Walmart World* (2014)

Pearl Award: Most Improved Editorial – Gold – *Walmart World*
(Custom Content Council, 2013)

Apex Award: Interviews & Personal Profiles – *E&I Preview* (2006)