**Summary of Qualifications**

Wine industry writer and editor with experience creating content for both consumer and industry-facing publications. Skilled researcher and interviewer with a passion for story-telling. Educational background: BA in English Language Literature, University of California, Santa Cruz; Professional Sequence in Editing Certificate, University of California, Berkeley; certified WSET Level 3, DipWSET student.

Core competencies include:

* Professional writing and editing skills with strong awareness of target audience and ability to cater to a broad spectrum of readers
* Experienced researcher and interviewer who successfully forms and maintains professional relationships in all sectors of the wine industry
* Meticulous fact-checker and copyeditor, ensuring final written works are clean and cohesive
* Multi-tasker with the ability to organize, prioritize, and see projects through to completion
* Active social media engager, brand and community builder
* 2018 Professional Wine Writers Symposium Fellow – Napa, CA

**Relevant Experience**

**WINE BUSINESS MONTHLY (Wine Communications Group Inc.)**, Sonoma, CA

*The wine industry’s leading producer of information and events*

**Assistant Editor**

* Regularly wrote feature-length articles for the monthly print publication; regular columns included: Technical Winemaking; Winemaker Trials; Winemaker of the Month; and contributed other written work as assigned
* Copyedited and fact-checked all articles for the monthly magazine, ensuring detailed accuracy before going to print
* Poured and formatted articles in InDesign to prepare for the design and layout process
* Compiled and organized appropriate photography
* Assisted editorial team with final proofread of print publication
* Maintained the *WBM* website, uploading and editing content on a daily basis
* Corresponded with PR agencies, news agencies, and other outlets to ensure the latest wine industry news was featured on the website
* Contributed short-form reporting for *WBM*’s Daily News
* Assisted in the curation and promotion of *WBM*’s industry-focused events, including Packaging Conference, IQ, WiVi Central Coast, Central Coast Insights, Vineyard Economic Symposium, Financial Symposium, Tech Symposium, and Summit
* Wrote and edited press releases promoting *WBM* activities

**WINES & VINES MAGAZINE (Wine Communications Group Inc.),** San Rafael, CA

*Wine industry trade publication*

**Staff Writer**

* Held position for one year before promotion to Assistant Editor of *Wine Business Monthly*
* Researched and wrote long-form informative articles revolving around the U.S. wine industry for the monthly print publication
* Regularly reported on wine industry news and breaking news for the online news forum
* Attended and covered industry events, including trade shows, seminars, and tastings
* Assisted editorial team with final proofread of print publication

**WINES VINES ANALYTICS/WINE ANALYTICS REPORT,** Sonoma, CA

*The leading source for wine industry data*

* Shifted writing to focus on wine industry data and analytics when *Wines & Vines* transitioned into Wines Vines Analytics/*Wine Analytics Report*
* Reported on up-to-date and applicable data trends and how those trends effect the broader wine industry

**SAN FRANCISCO CHRONICLE,** San Francisco, CA 2016-2018

*The largest newspaper in Northern California and the second largest on the West Coast*

**Contract Content Producer/Editor & Writer**

* Worked closely with the SF Chronicle editorial staff as well as freelance writers to create, edit, and maintain content on SF Chronicle's wine-focused site, The Press
* Assisted with website layout, design, and development, ensuring content-ready material and user-friendly interface
* Role evolved to include writing assignments; regular contributor to the SF Chronicle’s Travel section, focusing on wine-related travel, winery reviews, and wine tasting notes
* Acquired, organized, and uploaded appropriate photography and other visuals for The Press
* Helped build The Press Social Media presence: Instagram, Twitter

**NAPA SONOMA MAGAZINE,** Napa, CA 2017-2018

*Regional luxury lifestyle magazine*

* Regular contributor to the quarterly publication, focusing on the wine country community in both Napa and Sonoma

**EDIBLE COMMUNITIES,** Bay Area 2017-2018

*Building community one dish at a time*

**Freelance Food, Wine & Spirits Writer**

* Regular contributor to Edible, a quarterly published magazine celebrating local food, wine and community

**SHE WRITES PRESS**, Berkley, CA 2014-present

*A Platform for Women Who Write*

**Assessment & Developmental Editor**

* Read and assess manuscript submissions determining publication viability
* Directly communicate to the publisher and author what degree of editing is needed before text enters production process
* Coach authors needing assistance with development of completed manuscripts: advise on character and/or scene development, point-of-view consistency, and overall theme and storyline structure
* Proofread completed manuscripts to ensure clean, complete copy before publication

**HOUZZ.COM**, Palo Alto, CA 2015-2016

*A platform for home remodeling and design*

**Editor**

* Assist editorial team with a variety of administrative tasks including managing the editorial email, maintaining the editorial calendar, and researching and pitching potential story ideas
* Write featured articles on a broad range of home design topics such as interior design, architecture, and home design events
* Conduct interviews, engage with industry professionals, and homeowners to create informative articles for the website

**SUNSET MAGAZINE**, Menlo Park, CA 2014-2015

*The indispensable guide to living in the West for over a century*

**Marketing Assistant**

* Managed a wide range of marketing processes and projects
* Interacted with the sales team, marketing program managers, and editorial departments to ensure collateral and other communications accurately reflect the Sunset brand
* Performed a range of administrative and marketing support duties related to the daily operations of the marketing department

**WINEMAPS.COM**, San Mateo, CA 2014-2015

*An interactive travel map offering a place to discover various wine locations*

**Owner’s Assistant, Editor**

* Assisted with development of successful online marketing campaigns
* Created, edited and designed templates using various email workflow automation programs
* Primary point of contact for clientele (including managers, owners, and PR coordinators of wine-related businesses)
* Attended industry events as marketing representative to create new business contacts
* Successfully managed business relations via email, direct phone calls, and in-person
* Responsible for editing website content

**KIMBERLEY CAMERON & ASSOCIATES**, Tiburon, CA 2014

*San Francisco and Paris-based Literary Agency*

**Intern**

* “Social Media Maven:” engaged in social media relations on behalf of agency through Twitter and Facebook and successfully increasing Twitter followers, Facebook page views, and website exposure; managed social media streams using Hootsuite
* Actively updated and managed agency blog at kimberleycameron.blogspot.com
* Assessed literary manuscript submissions determining representation viability

**SOUL’S CODE (soulscode.com)**, San Francisco, CA 2008-2010

*Online magazine start-up “where psychology, science, and healing connect.”*

**Assistant Editor**

* Responsibly and successfully communicated and collaborated with authors, manager, and team members regarding article edits, layout, and webpage design
* Edited, formatted, and prepared articles using WordPress, fine-tuning with basic HTML, for a clean layout design
* Assisted in writing headlines, bylines, and taglines, increasing search engine optimization

**OBJECTIVE ENTERTAINMENT**, New York, NY 2008-2010

*A multimedia literary management and production company.*

**Intern**

* Read full-length novels, book queries, and pitch letters submitted to junior manager.
* Wrote reader reports including plot, character, and story arc analysis dictating novels qualified for representation
* Received access to Publishers Marketplace, researching potential editors for book signing.
* Created contact sheets of suitable editors from various publishing companies complete with genre specialties, narrowing selection process for managers

**UC SANTA CRUZ,** Santa Cruz, CA 2004-2008

*Red Wheelbarrow Literary Magazine: Student-run media organization publishing creative works of students at UC Santa Cruz.*

**Editor, Editor-in-Chief**

* Lead team as Editor-in-Chief in 2008 creating a perfect-bound literary magazine.
* Petitioned for donations from UC Santa Cruz community, establishing sufficient funds for production
* Selected short stories, poems, and artwork for publication and finalized editing, formatting, and layout for selected submissions.
* Communicated and collaborated with authors and artists regarding editing and layout of selected works

**Other Experience**

**MEDIFIT at the SAN MATEO ATHLETIC CLUB**, San Mateo, CA 2010-2013

**Personal Fitness Trainer**

* Demonstrated high level of sales and marketing skills by consistently exceeding monthly revenue goals
* Lead fitness team meetings on several occasions, teaching fellow personal trainers how to market personal business, techniques for successful new business, and ways to maintain long-term business relationships.
* Received Employee of the Season, Summer 2011.

**Group Fitness Instructor**

* Conducted group classes of 10 to 20 members in studio setting, teaching strength training, aerobic dance, and gentle flow yoga.
* Received Employee of the Season, Winter 2012.

**Education**

**BA, English-Language Literature** – UC Santa Cruz, Santa Cruz, CA

**Professional Sequence in Editing** – UC Berkeley Extension, Berkeley, CA

**WSET** Level 3 Certified; current DipWSET student – Napa Valley Wine Academy

**Stanford Continuing Studies** – Palo Alto, CA

Magazine Writing

Food Writing

SEO Certificate Course