

Summary of Qualifications

Award-winning wine journalist and editor with 10 years' experience creating content for both consumer and industry-facing publications and organizations. Skilled researcher and interviewer with a passion for story-telling. Experienced editorial team supervisor, leader and mentor.

Educational background: BA in English Language Literature, University of California, Santa Cruz; Professional Sequence in Editing Certificate, University of California, Berkeley; certified WSET Diploma; Master of Wine Stage 2 candidate.

Core competencies include:

- Professional writing, editing and speaking skills with strong awareness of target audience and ability to cater to a variety of audiences
- 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
- WSET Diploma achieved 2022
- Master of Wine Stage 2 student (present)
- 2018 Professional Wine Writers Symposium Fellow – Napa, CA

Relevant Experience

WINE ENTHUSIAST, Valhalla, NY (remote)

2021–2024

Managing Editor

- Role evolved from contributing writer to senior editor to managing editor
- Managed team's efforts and assign and edit content by working with existing freelancers and on-boarding new freelancers from established network of writers in the industry
- Established ongoing franchises/regular columns for monthly print magazine
- Shepherded pages through production, keeping deadlines and schedules adhered to on the print team, including improving upon current production process
- With editorial team, created and managed a monthly and yearly editorial calendar that met both reader and brand needs, as well as delivered commercial content from client briefs
- Assisted in managing, recording and maintaining monthly production budget
- Worked with digital team to help ensure synergy/efficiency across the two publications
- Worked alongside the art team to improve aesthetic tone of WE Magazine, developing new, innovative visual approaches to our content
- Pitched and produced own content for print, digital and podcast publication
- Held the Northern California tasting/reviewing beat for two years

NAPA VALLEY WINE ACADEMY, Napa, CA

Present

Wine Educator

- Teach wine education courses of various levels both in person and online
- Produce original written content for the school's blog and newsletter

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WINE INDUSTRY ADVISOR, Healdsburg, CA
THE Business Resource for the Wine Industry

2020–2022

Managing Editor

- Built the current rendition of the company's editorial platform *Wine Industry Advisor* by improving editorial content, ensuring regular content, and building a team of freelance contributors
- Worked closely with contributing writers on story pitches and follow through
- Copyedited, fact-checked, and formatted all articles before publishing on the *Advisor*
- Create and maintain the editorial calendar and budget
- Worked with the Wine Industry Network team to create content for company-hosted wine industry events to ensure session topics are consistent with the *Advisor* voice
- Regularly spoke at and lead panel discussions for company-hosted industry events

FREELANCE

2020–2022

Multiple publications

- Write for a variety of online and print publications including:
 - *Wine Enthusiast*
 - *Sonoma Magazine*
 - *Pix—The Drop*
 - *SevenFifty Daily*
 - *Napa Valley Wine Academy*
 - *The SOMM Journal*
 - *Tim Atkin*
 - *Napa Sonoma Magazine*
 - *Edible Communities*

WINE BUSINESS MONTHLY (Wine Communications Group Inc.), Sonoma, CA
The wine industry's leading producer of information and events

2019-2020

Assistant Editor

- Regularly wrote feature-length and short-form articles for the monthly print publication
- 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

2018-2019

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
- 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

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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
- Helped build The Press Social Media presence: Instagram, Twitter

Other Experience

SHE WRITES PRESS, Berkley, CA

2014-2022

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

Education

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

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

Master of Wine – Stage 2 student (current)

WSET – Wine Spirit Education Trust Diploma (completed 2021)

Stanford Continuing Studies –

Magazine Writing

Food Writing

SEO Certificate Course