

ANNA PATTISON

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Editor

Versatile and creative leader with a flair for crafting compelling written content. Skilled in developing engaging copy for a variety of mediums.

Meticulous editor and proofreader skilled at refining and enhancing copy. Proficient wordsmith with a strong command of language. Seasoned storyteller able to captivate audiences with compelling narratives. Skilled communicator with a knack for conveying complex information clearly. Adaptable professional capable of leading teams to meet tight deadlines without compromising quality. Strategic thinker adept at tailoring content to target audiences.

CORE PROFICIENCIES

Content Creation & Management | Copywriting & Copy Editing | Editing & Proofreading | Content Strategy | Research | Blog Management | Marketing Collateral Project Management | SEO Strategy | Audience Engagement | Website Content | Team Leadership & Development | Data Analytics | Marketing Campaigns | AP Style | Chicago Style

PROFESSIONAL EXPERIENCE

Cinema Femme Magazine

Present

Editor-in-Chief

Manage the team of writers, edit and copyedit articles, oversee the content calendar, and decide order for both digital and print issues for the quarterly magazine.

Top Agent Magazine

2023 – 2024

Caregiver/Freelance Writer

Provided care for terminally ill partner, including accompanying for medical appointments and radiation therapy sessions, offering companionship and support, and settling partner's estate affairs. Researched, wrote, and delivered a minimum of seven articles weekly within deadlines, showcasing top real estate agents in the United States and globally.

Dotdash Meredith (Post Acquisition of Meredith Corporation)

2016 – 2023

Associate Director of Content

2022 – 2023

Promoted through positions of increasing scope and responsibility to direct a team of eight to optimize online traffic, page views, and revenue for prestigious brands like Entertainment Weekly, Food & Wine, InStyle, Real Simple, Martha Stewart Living, and Better Homes & Gardens. Guided the team in developing digital content that resonated with each brand's identity while enhancing audience engagement. Oversaw a growth team of 30 to support business targets.

- Increased million+ subscriber lists by a minimum of 5% annually by collaborating with conversion team to apply BounceX and Inactivity Overlays for attracting new subscribers.
- Contributed to a 55% increase in revenue for the e-commerce team, surpassing the companywide goal of 30%.
- Grew team size by 60%, resulting in a 25% upsurge in revenue.
- Led team to outperform engagement and retention goals by sharing expertise on best practices, industry trends, and data analytics.
- Spearheaded optimization testing campaigns in collaboration with editorial brand managers and company stakeholders to adjust newsletter templates and mailing frequency accordingly.
- Revamped newsletter production process to enhance efficiency, freeing up five hours weekly for writers to focus on data analytics.

- Developed an in-house guide to train new hires and assist writers in transitioning between brands, ensuring consistency in brand voice.
- Facilitated monthly gatherings with writers, producers, and key stakeholders, analyzing and presenting email performance, industry trends, and competitor insights, while brainstorming future strategies and conducting optimization experiments.

Senior Content Manager, Meredith Corporation

2019 – 2022

Led team of writers to create engaging communication for diverse audiences. Analyzed and optimized metrics for content enhancement. Facilitated brainstorming sessions and oversaw execution of new and ongoing projects.

- Collaborated effectively with editorial, strategy, and production teams to incorporate all stakeholders' interests into solutions.
- Achieved set targets by fostering innovation and cooperation among the internal team and stakeholders.

Audience Engagement Email Content Coordinator, Meredith Corporation

2016 – 2019

Monitored, evaluated, and improved content for verticals and brands. Collaborated with retention managers on distribution strategies. Analyzed performance metrics and shared test outcomes with stakeholders.

- Analyzed data insights and detected patterns to inform future content strategies, new content concepts, program variations, and ideas for implementation.
- Created daily and weekly newsletters for 20 brands by leveraging SEO analytics and email insights.

Veterans United

2013 – 2016

Director of Marketing, Realtor Program Chair

Authored engaging articles, blog posts, and press releases to expand client base. Oversaw campaigns for business partners. Produced content for websites and conducted thorough research for diverse projects. Edited, proofread, reformatted, and designed layouts for marketing materials distributed nationwide to headquarters and 15+ branches.

- Boosted referral rate by 45% by developing and disseminating marketing materials to prospective customers.
- Designed and implemented an internal monitoring system to track client acquisition and retention effectively.

Additional Experience:

- **Editor, Missouri.Com**
- **Content Writer | Real Estate Agent, Veterans United Realty**

KEY PROJECTS

Wrote a short script that was filmed and directed by Tony winner and Academy Award nominee Mark Medoff, winning Best of Fest for Writer and Director at Sycamore Film Festival

Wrote a novella - To the Brim, that was a Quarterfinalist for ScreenCraft's Cinematic Book Competition.

Authored two feature-length scripts

EDUCATION

Master of Fine Arts (MFA), Creative Writing, New Mexico State University, Las Cruces, NM

Bachelor of Journalism (BJ), University of Missouri, Columbia, MO

Semester Abroad, University of Nottingham, Nottingham, UK

TECHNICAL SKILLS

MicroStrategy | Google Analytics | Adobe | Asana | Looker | Cheetah | Iterable | Greenhouse | WordPress | Jira | Airtable | Slack | Microsoft Office | Pages | Final Draft | Mac | PC | Pushly | Apple News | Notion