

# Lena Anthony

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Experienced freelance writer, editor and content marketer specializing in clear communication, eye for detail and commitment to client deadlines.

## Professional Experience

### **Writer, editor and content marketer (2011 - present)**

Writes, edits and serves as editorial project manager for various consumer and business-to-business print and online media.

Clients include American Spirit (magazine), emids (blog and social media), GreenLight Medical (website), HCA (magazines and newsletters), HealthTrust (magazine and social media), Metro Nashville Public Schools (website), Nashville Post (website and magazine), National Federation of Independent Business (magazine), Startup Southerner (website) and SmallBusiness.com (website).

Skills include the following:

- Developing story ideas and creating editorial calendars.
- Writing compelling content of different lengths—from blurbs to feature articles.
- Ghostwriting.
- SEO writing.
- Interviewing subject matter experts.
- Following AP style and custom style guides.
- Creating and sending engaging email marketing newsletters.
- Managing social media campaigns and promoting content via original social media posts.

### **Hammock Inc., Nashville, Tenn. (2003 - 2011)**

**Senior Editor (2006 - 2011):** Wrote, edited, produced content and served as project manager for a variety of print and online custom media for diverse corporate and nonprofit clients. Acted as managing editor for small business magazine with circulation of 500,000 (2008 - 2010).

**Editor (2004 - 2006):** Edited bimonthly state newsletters for a national small business association. Wrote feature and how-to articles for a variety of print and online media.

**Web Content Producer (2003 - 2004):** Managed national association website. Wrote new content, edited contributed content and worked with department leaders to keep complex website updated.

## Technical Skills

InDesign, Photoshop, Adobe Spark, Canva, Emma, Constant Contact, Mail Chimp, Google Analytics, Hootsuite, Skitch, Squarespace and Wordpress

## Education

Vanderbilt University, Nashville, Tenn.

Bachelor of Science, Human and Organizational Development, 2003, *Magna Cum Laude*