

WRITER, EDITOR, CONTENT STRATEGIST

Award-winning writer/journalist/editor/content marketing strategist with more than 15 years of experience, who produces superior content for a variety of mediums, including newspapers, magazines, books and web.

PROFESSIONAL EMPLOYMENT

Freelance Writer, Editor, Content Strategist

Nov. 2015-present

Fargo, N.D.

Write, edit and strategize content for a variety of print and online projects.

- Technical Writer, Microsoft Corp.: Wrote, edited tooltips for Dynamic NAV software, Feb-March 2016
- RFP Writer, Corridor Business Journal: Researched, wrote RFP for Iowa book, April-July 2016
- Data Entry, North American Research Group: Election survey results using Access, June 2016-present
- Web Writer, Web.com: Write website content using SEO, Aug. 2016-present

Border States Electric

Nov. 2014-Nov. 2015

Fargo, N.D.

E-Commerce Specialist

Served two major roles: E-commerce Specialist and Content Strategist, coordinating IT improvements, as well as developing and implementing comprehensive content strategy for national B2B distributor.

- Developed, project managed B2B e-commerce strategy for fiscal year 2016.
- Named leader of Editorial Board to teach team editorial calendar and other publication tools.
- Assisted e-commerce team with functionality strategy.
- Evaluated Google Analytics results and installed Google Tag Manager code.
- Planned and developed content management strategy, including persona development, editorial calendar creation and delivery, social media campaigns.
- Analyzed SEO and search term results and relevancy for content marketing strategy.
- Administered and wrote blogs for company website in partnership with subject matter experts.
- Assisted Corporate Communications team with content strategy.
- Wrote and edited content for Marketing Services department, including major marketing campaigns with multiple assets, including postcards, fliers, brochures, blogs, magazine articles and email blasts.

Spotlight Media

Aug.-Nov. 2014

Fargo, N.D.

Content Strategist

Wrote and edited content for Spotlight Media magazines, including *Fargo Monthly*, *Stride*, *Bison Illustrated* and *Design & Living Magazine*. Introduced and trained staff of editorial process, including using editorial calendars and flatplans.

- Analyzed, audited, created and curated website content, including blogs, for Spotlight Media and its partner company, Hash Interactive.

Corridor Business Journal

March 2007-March 2014

Coralville, Iowa

Editor, Summer 2012-March 2014

- Led editorial content and management of four-person newsroom for eastern Iowa's business newspaper, with circulation of 22,000, which has doubled during past five years.

VIRGINIA “GIGI” WOOD

Cell: 319-321-9785

- Coordinated weekly newspaper stories and photos, as well as two daily email updates, company website and specialty magazines, including *Entrepreneur 101*, *Fastest Growing Companies*, *Largest Privately Held Companies Magazine*, *Power Book*, *2014 Women of Influence 10-Year Anniversary Magazine*.
- Managed and planned specialty newspaper editions throughout the year, including the *Best of the Corridor*, *Coolest Places to Work*, *Forty Under 40*, *HealthCare Summit* and *Women of Influence*.
- Reviewed budget and strategic planning with administration. Managed product streamlining and directed employee priorities, workload and vacation time. Oversaw staff hiring and departures.
- Spearheaded planning, development and execution of new magazines *Student Entrepreneurs*, *Veterans in the Corridor Workplace* and *Newsmakers 2013*. Led major newspaper redesign in 2013.
- Implemented and conducted social media marketing. Wrote stories, shot photos, planned weekly layouts and proofread copy.

Corridor Business Journal

Coralville, Iowa

Senior Writer, Spring 2007-Summer 2012

- Covered business news in 130,000-population Johnson County, home of the University of Iowa and more than \$300 million in commercial redevelopment taking place for 2008 flood recovery. Reported on complex, technical subjects, ranging from aeronautics and manufacturing to technology and healthcare, and translated them into layman’s terms for readers.
- Named the 2008 Iowa Small Business Journalist of the Year by the U.S. Small Business Administration.
- Received Gold and Bronze awards from Alliance of Area Business Publications at its annual Editorial Excellence Awards ceremony for coverage of historic flooding in eastern Iowa.
- Took lead in magazine projects, including *40 Under Forty Five-Year Anniversary* and *Corridor Living*.
- Wrote 3,000 words weekly for print newspaper, daily email updates and website. Shot and processed photos weekly. Helped manage website. Contributed to special projects throughout the year.

Critical Hit Games

Winter 2005-Summer 2008

Events & Media Coordinator and Web Master, Coralville, Iowa

Helped launch startup of a new retail business focused on hobby gaming that attracted customers from across the Midwest. Communicated with major manufacturers, local media and various groups to promote and organize events, advertising and other projects for a small business. Designed and wrote code for website.

Write Solution Group

Winter 2004-Spring 2006

Book Author, Iowa

- Commissioned to author first-of-its-kind economic development book for the State of Iowa, titled Iowa life | changing. Distributed nationally, 28-chapter book was used as tool to attract companies to relocate to Iowa.
- Researched technical documentation on complex topics, including agriculture, biotechnology, education and healthcare, and adapted into every day, reader-friendly language.
- Traveled more than 10,000 miles in a few months to interview state dignitaries and business executives.
- Publication distributed as a promotional tool to persuade businesses and workers to locate to Iowa.

The Iowa City Press-Citizen

Fall 2002-Winter 2004

Health Reporter, Iowa City, Iowa

- Wrote health and general assignment stories on three local hospitals for daily newspaper. During low staffing, covered various beats, including police, cities, county, University of Iowa, arts and education.

The Associated Press

Summer 2002

General Assignment Reporter-Internship, Des Moines, Iowa

Wrote broadcast, news and enterprise stories used across the country. Covered breaking news as needed.

VIRGINIA “GIGI” WOOD

Cell: 319-321-9785

The Daily Iowan

Spring 2002

Political Reporter, Iowa City, Iowa

Covered the Iowa legislature beat and spot news for University of Iowa’s daily student newspaper.

Iowa City Gazette

Fall 2001

County Reporter-Full-time Internship, Iowa City, Iowa

Covered Johnson County Board of Supervisors and wrote many feature stories, including 9/11 coverage.

EDUCATION

B.A., Journalism, University of Iowa, Iowa City, Iowa

May 2002

B.A., English, Psychology, University of Iowa, Iowa City, Iowa

December 1997

Technical Writing class, Kirkwood Community College

March 2014

PROFESSIONAL TRAINING

University of Iowa

June-August 2014

Iowa City, Iowa

DevIowa Bootcamp

Participated in highly-selective, nine-week training program to learn full-stack web development. Hands-on training in HTML, CSS, JavaScript, Node.js, APIs, databases, servers, Agile development, version control and open source. Contributed to team projects. Awarded scholarship.

HONORS & ORGANIZATIONS

Volunteered to co-lead a **Press Release Writing Workshop** for Iowa City Area Chamber of Commerce; October 2013.

Recognized with **Gold and Bronze awards** from the Alliance of Area Business Publications at its annual Editorial Excellence Awards ceremony for coverage of historic flooding in eastern Iowa; June 2009.

Named 2008 Iowa **Small Business Journalist of the Year** by the U.S. Small Business Administration, March 2008; Des Moines, Iowa.

Awarded **Jack and Ailene Liechty Scholarship**, for demonstrating sound academic ability and a desire to pursue a journalism career; Spring 2002; University of Iowa School of Journalism.

Awarded **Harry S. Bunker Memorial Scholarship** for showing aptitude, interest and potential for a successful newspaper career, based on scholarship, personality, character, extracurricular activities, industry and a demonstrated potential; Spring 2001; University of Iowa School of Journalism.

University of Iowa-Irish Writing Program: Participated in highly selective writing program during the summer of 1997 at Trinity College in Dublin, Ireland. Entry based on writing samples.

SKILLS

Adobe PhotoShop, Agile/Scrum, CSS3, Editorial Calendars, Facebook, Google Analytics, HTML5, LinkedIn, Microsoft Excel, Microsoft Lync, Microsoft Outlook, Microsoft PowerPoint, Microsoft SharePoint, Microsoft Word, Oracle Compendium, Quark Xpress, Personas, Press Releases, Search Engine Optimization (SEO), social media, Sublime Text, SurveyMonkey, Twitter and WordPress.