

ANNAMARIE HIGLEY

Editor & Writer

Portfolio: annamariéhigley.com
LinkedIn: [linkedin.com/in/annamarie-higley](https://www.linkedin.com/in/annamarie-higley)
Email: annamarie.higley@gmail.com
Phone: (650) 400-6469

Experience

➤ TASTE OF HOME

Associate Editor | March 2020-Present

- Edit and write copy for all issues of the bimonthly flagship *Taste of Home* magazine, specifically for the print features entitled Mixing Bowl Starters, Pet Love, Pop-Up Party, Why I Cook and Contest
- Spearhead the magazine's annual gift guide by selecting products, coordinating with vendors, visualizing design elements and writing copy
- Brainstorm topics as well as package and write the content for a weekly newsletter called Test Kitchen Insider, which has more than 500,000 subscribers
- Continuously meet the digital team's ever-changing strategy and needs as I pitch and produce articles and listicles for tasteofhome.com
- Bring fresh, on-brand ideas to annual, monthly and weekly editorial brainstorming sessions

Assistant Editor | August 2018-March 2020

- Proofread the brand's 25+ yearly special issues in accordance with the distinct house style guide
- Ideated and headed the production of multiple special issues per year, a process that entailed selecting feature topics, approving recipes, writing and editing content, and planning covers

➤ BRIT + CO

Contributing Lifestyle Writer | July 2017-April 2019

- Created stories that integrated personal expertise with that of professionals on topics such as travel, career, parenting and relationships for the site's online community of roughly 125 million

➤ VOX MAGAZINE

Editor | January-July 2018

- Oversaw the production of stories from conception to publication on topics such as food, beauty and fashion for an award-winning weekly city magazine
- Crafted cover lines, headlines, and calendar and table-of-contents blurbs
- Generated digital content that was equal parts topical and entertaining

Contributing Writer | September 2017-March 2018

- Skillfully and efficiently fulfilled writing assignments for articles of various forms, including Q&A and narrative, by employing the publication's voice and adopting its point of view
- Pitched and wrote a 3,500-word cover story that involved four months of reporting and research

➤ EDIBLE SILICON VALLEY

Editorial Intern | June-August 2017

- Assisted in proofreading the summer 2017 issue
- Single-handedly produced the "Let's Go Tasting" segment of the magazine's summer wine guide
- Composed digital content on topics related to the publication's mission of local food advocacy

Education

➤ UNIVERSITY OF MISSOURI-COLUMBIA

May 2018

- Bachelor of Journalism with an emphasis in magazine editing and a minor in women's and gender studies

Expertise

WordPress | Semrush | InCopy |
InDesign | Microsoft 365 | AP Style |
Airtable | Skimlinks