

# ANNAMARIE HIGLEY

## Editor & Writer

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

## Experience

### ➤ TRUSTED MEDIA BRANDS

Product Testing Manager | January 2024-Present

- Lead the product testing team, a group formed to systematize and expand product-testing efforts, and manage three direct reports
- Plan and execute the intensive testing of roughly 60 products per month, the results of which inform *Family Handyman*, *Taste of Home*, and *Reader's Digest* editorial affiliate content

### ➤ TRUSTED MEDIA BRANDS // TASTE OF HOME

Shopping Editor, *Taste of Home* Affiliate | February-December 2023

- Prepared assignments for freelance writers, then edited and proofread their content to ensure alignment with the AP style guide and brand voice
- Wrote product reviews, curated gift guides, and spotlighted trending items for the *Taste of Home* website to augment and guide customers' buying journeys
- Identified trends in the lifestyle and culinary spaces as well as analyzed historical performance data to inform weekly pitches that balanced customer appeal and revenue potential
- Worked collaboratively with publicists to source complimentary samples for testing and with the internal studio team to capture professional-grade photography of applicable products

Associate Editor, *Taste of Home* Magazine | March 2020-February 2023

- Edited and wrote copy for all issues of the bimonthly flagship magazine
- Brainstormed topics as well as packaged and wrote the content for a weekly newsletter called *Test Kitchen Insider*, which had more than 500,000 subscribers
- Brought fresh, on-brand ideas to annual, monthly, and weekly editorial brainstorming sessions
- Spearheaded the magazine's annual gift guide by selecting consumables and lifestyle products to feature, coordinating with retailers, visualizing design elements, and writing and editing copy

Assistant Editor, *Taste of Home* Special Issue Publications | August 2018-March 2020

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

### ➤ BRIT + CO

Contributing Lifestyle Writer | July 2017-April 2019

- Crafted stories that integrated personal expertise with that of professionals on topics such as travel, career, parenting, and relationships to 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 city magazine

### ➤ EDIBLE SILICON VALLEY

Editorial Intern | June-August 2017

- Assisted in proofreading the summer 2017 issue

## Education

### ➤ UNIVERSITY OF MISSOURI-COLUMBIA

Bachelor of Journalism | May 2018

- Graduated *summa cum laude*
- Inducted into Kappa Tau Alpha honor society

## Expertise

InCopy | InDesign | Microsoft 365 |  
Airtable | Semrush | Skimlinks |  
WordPress | Google Workspace