Melissa Bigner

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# Freelance Writer-Editor

**GHOSTWRITER, EDITOR, CONSULTANT (remote), 2002-Present**

* Consult and/or edit manuscripts for structure, voice, grammar, punctuation, and consistent style
* Ghostwrite articles, posts, and manuscripts
* Interview, research, write, and edit per a project’s needs
* Revise text according to a client’s wishes
* Brainstorm solutions for all steps of the publishing process

***Note:*** *Active projects range from creating content for Allstate Identity Protection to copyediting a personal memoir, ghostwriting another, consulting on the structure of an additional manuscript, and seeing a book through its last stages to release.*

[**SCRIBE MEDIA**](https://scribemedia.com/)

**GHOSTWRITER (remote), July 2021-May 2023**

* Paired with thought leaders, entrepreneurs, influencers, and gurus as matched by [this hybrid publishing house](https://scribemedia.com/)
* Interviewed clients to glean content and interpret their voice and brand
* Wrote on-brand book manuscripts based on interview transcripts
* Revised text per client’s wishes

**MY HEALTH TEAM**

**FACT-CHECKER, COPYEDITOR (remote), October 2021-May 2022**

* Supported the editorial arm of [My Health Team](https://myhealthteam.com/), a family of social networks for people with chronic
health conditions
* Proofed and revised health news stories based on scientific studies, medical journals, and other reputable sources
* Translated dense medical concepts, papers, and research into material fit for a general audience

# Past Freelance Clients & Projects

**Special Newsstand Publications and Books**

* ***COASTAL LIVING*:** *101 Decorating Ideas; 101 Decorating Ideas for Bedrooms; 101 Great Ideas for Outdoor Spaces; The Ultimate Style Guide; Cottage Style* (writer)
* ***Better Homes and Gardens***: *Great Color & Pattern Collection with Betsy Speert* (ghostwriter)
* **TLC:** *Clean Sweep: Conquer the Clutter* (writer)
* **HGTV:** *Curb Appeal* (writer)

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# Past Freelance Clients & Projects (continued)

**Coffee-Table Books**

* ***Cool Inside: Hank’s Seafood Restaurant*** (cookbook author, stylist)
* ***Served with Style: Peninsula Grill*** (cookbook author, stylist)
* ***Southern Bouquets*** (author, stylist)
* ***Southern Weddings*** (prototype creator and writer)

# Most Recent Staff Positions

**GULFSTREAM COMMUNICATIONS, Weddings Division**

[**EDITORIAL DIRECTOR & EDITOR**](https://gulfstreamcommunications.com/company/%20) **(Charleston, SC), June 2006-June, 2020**

Built and ran wedding department for regional publisher. Created print, online, and social media content. Managed multiple brand identities, including:

* [***Charleston Weddings magazine***](http://www.charlestonweddingsmag.com)**:** Triannual luxury wedding magazine for Charleston, South Carolina
* [**The Wedding Row**](https://www.theweddingrow.com/)**:** Posh wedding blog for South Carolina’s coastal Lowcountry
* [***High Country Wedding Guide***](https://highcountryweddingguide.com/)**:** Annual guide for elegant mountain weddings in North Carolina
* [***Asheville Wedding Guide***](https://theashevilleweddingguide.com/)**:** Annual guide for fine weddings in greater Asheville, North Carolina

**DUTIES**

* Led a staff of up to six
* Acted as the editorial liaison, editor, marketing, copy writer, proofer, speaker, emcee, and television rep
for brands
* Did the same for [Charleston Wedding Week](https://gulfstreamcommunications.com/company/charleston-wedding-week%20%20%20), an annual series of seminars, fashion shows, and panels featuring top national luxury wedding experts
* Teamed with sales to create ad campaigns and generated advertising leads

**NOTABLES**

* Cut the initial operating budget of Charleston Weddings by two-thirds without adversely affecting content or sales
* Established and oversaw CW's social media (Stats at departure: 30K Instagram followers; 83K average monthly views on Pinterest)
* Served as a photo stylist, shoot producer, and on-set art director (fashion, accessories, tabletop, etc.)
* Performed roles on an annual nine-month contract

**GULFSTREAM COMMUNICATIONS, *Charleston* magazine**

[**SENIOR EDITOR (Charleston, SC),**](http://www.charlestonweddingsmag.com/) **2007-2020**

* Regular contributor for Charleston, South Carolina, city magazine (freelance)
* Represented brand at events (as needed)
* Specialized in essays, lifestyle, home décor, travel, entertaining, and profile pieces
* Served as managing editor as needed (covered for maternity leaves, etc.)

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Blasts From the Past

* ***The Notebook, Cold Mountain, Radio* (Charleston, SC)**

Production Assistant, 2001-2002: Assisted on film sets as needed, wrangled lead actors and managed extras, etc.

* [**Homestore.com**](https://www.realtor.com/news/) **(Atlanta, GA)**

Senior Editor (staff position), 2000-01: Created content for the editorial branch of **Realtor.com**

* [**Custom Publishing Division, Southern Progress Corporation**](https://en.wikipedia.org/wiki/Southern_Progress_Corporation) **(Birmingham, AL)**

Associate Editor (staff position), 2000: Created publications for clients like Saks, BellSouth,
1-800-Flowers

* [***Weight Watchers* magazine**](https://www.weightwatchers.com/us/) **(Birmingham, AL)**

Fashion and Beauty Editor (staff position), 1998-99: Ran the department for their magazine

* ***Southern Accents* magazine (Birmingham, AL)**

Entertaining and Market Editor (staff position), 1998: Headed the entertaining and home décor product sections for the luxury home design magazine

* [***Southern Living* magazine**](https://www.southernliving.com/) **(Birmingham, AL)**

Assistant Features Editor (staff position), 1993-98: Wrote essays and travel, feature, and profiles; managed book review column

Proficiencies

* Microsoft 365
* G Suite
* Adobe InDesign, Acrobat
* ClickUp, Asana, Magazine Manager

Education

Medill School of Journalism

Northwestern University

Bachelor of Science, Journalism