

# 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**

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

- Paired with thought leaders, entrepreneurs, influencers, and gurus as matched by this hybrid publishing house
- 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, 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 (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***: Triannual luxury wedding magazine for Charleston, South Carolina
- ***The Wedding Row***: Posh wedding blog for South Carolina's coastal Lowcountry
- ***High Country Wedding Guide***: Annual guide for elegant mountain weddings in North Carolina
- ***Asheville Wedding Guide***: 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***, 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), 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 (Atlanta, GA)**  
Senior Editor (staff position), 2000-01: Created content for the editorial branch of **Realtor.com**
- **Custom Publishing Division, Southern Progress Corporation (Birmingham, AL)**  
Associate Editor (staff position), 2000: Created publications for clients like Saks, BellSouth, 1-800-Flowers
- **Weight Watchers magazine (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 (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