

# Melissa Bigner

Editor • Writer • Stylist

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## **GulfStream Communications, Weddings Division** **EDITORIAL DIRECTOR & EDITOR (Charleston, SC), 2006-June 2020** **Supervised and/or created content for the following brands:**

**Charleston Weddings magazine** (triannual print publication— with corresponding website and social media— showcasing Charleston, South Carolina's coastal wedding world)

**The Wedding Row** (blog covering weddings of South Carolina's Lowcountry)

**High Country Wedding Guide** (annual print publication— with corresponding website and social media— celebrating weddings in North Carolina's High Country area)

**Asheville Wedding Guide** (annual print publication— with corresponding website and social media— spotlighting weddings in the greater Asheville, North Carolina, area)

### **DUTIES**

- Led a staff that ranged between three to six depending on advertising sales and the state of the publishing industry
- Acted as the editorial liaison, editor, marketing, copywriter, proofer, speaker, emcee, and television rep for brands as well as Charleston Wedding Week (an annual series of seminars, fashion shows, and panels featuring top national luxury wedding pros)
- Teamed with sales reps to create ad campaigns and generated leads for advertising department

### **NOTABLES**

- Cut original operating budget of *Charleston Weddings* by two-thirds without adversely affecting content or sales
- Oversaw the development of *CW*'s social media from ground up—to 29.6K Instagram followers; 83K average monthly views on Pinterest (spring 2020 stats)
- Acted as lead photo stylist and produced fashion, tabletop, and other shoots
- Worked mostly remotely and was contracted for 75 percent of the year in these roles. Remainder of year was either spent freelancing or raising my pre-K son

## **Special Newsstand Publications and Books** **WRITER, EDITOR, PHOTO STYLIST, 2000-Present**

### **Special Newsstand Publications**

- ***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)

### **Travel Guides**

- ***Fodor's Travel: The Carolinas & Georgia*** (contributor)
- ***Fodor's InFocus: Charleston*** (writer, fact-checker)
- ***Moon Handbooks: South Carolina, Charleston & Savannah*** (cowriter)

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### 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)

### Charleston magazine (Charleston, SC) SENIOR EDITOR (Charleston, SC), 2007-2020

- Wrote, edited, and consulted as a freelancer for Charleston, South Carolina, city magazine
- Represented brand at events
- Specialized in essays, home décor, travel, entertaining, and profile pieces
- Served as managing editor as needed (to cover for maternity leaves, etc.)

### {BLASTS FROM THE PAST: STAFF POSITIONS}

#### Homestore.com (Atlanta, GA)

Senior Editor, 2000-01 (created content for the “editorial” branch of Realtor.com)

#### Custom Publishing Division, Southern Progress Corporation (Birmingham, AL)

Associate Editor, 2000 (created advertorial publications for Saks, BellSouth, 1-800-Flowers, etc.)

#### Weight Watchers magazine (Birmingham, AL)

Fashion and Beauty Editor, 1998-99 (ran the department of the then-national publication, which has since moved online)

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

Entertaining and Market Editor, 1998 (ran department for the since-folded Southern décor luxury magazine)

#### Southern Living magazine (Birmingham, AL)

Assistant Features Editor, 1993-98 (wrote travel, feature, and profiles and essays)

### Proficiencies

- Microsoft Word Office/ Microsoft 365
  - G Suite/ Google Workspace
- Adobe (InDesign, Photoshop—to a lesser degree—and Acrobat)
- Rudimentary web design and/or publishing (WordPress, Drupal)

### Miscellaneous Published Work

*5757 Palm*  
*1-800 Flowers: Get Together*  
*Arthritis Today*  
*Better Homes & Gardens: Decorating*  
*Budget Travel*  
*Charleston Home* (senior editor)  
*Coastal Living* (contributing editor)  
*Cottage Living* (contributing editor)  
*The Cooking Light Way to Lose Weight*  
*Diversion*

*Endless Vacations*  
*flower magazine*  
*G*  
*Garden & Gun*  
*Grand Strand*  
*HOME*  
*House Calls*  
*Kiawah Island's Legends*  
*Living Space*  
*Might* (Birmingham editor)

*Orient Express*  
*Recreation Management*  
*SEC*  
*Southern Living*  
*Southern Accents*  
*WNC magazine*  
*Young for Life* (from the editors of  
*Health Magazine*)

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