



ANNA BENNETT

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Address
4910 Barnard Mill Rd.
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Versatile writer, editor, graphic designer and content strategist with 20+ years of experience creating high-quality editorial, branded and marketing content for both print and digital platforms. Proven success in managing large-scale content production, balancing client goals with editorial standards and developing engaging copy for newspapers, newsletters, websites and campaigns. Adept at collaborating across creative, sales and partnership teams to deliver results that align with business and audience needs.

EXPERIENCE

Graphic Designer / Writer / Editor

Self-Employed • 2010-Present

- Served as editorial director for Green Shoot Media, overseeing production of 100+ special newspaper sections annually.
- Wrote and edited content for web, social media, email, and press releases to support various businesses and nonprofits.
- Created and managed branded content campaigns, integrating editorial storytelling with marketing objectives.
- Designed newsletters, ads, and marketing materials in collaboration with clients to boost engagement and conversions.
- Implemented project management systems that improved workflow and client satisfaction.

YourNews Editor / County Editor

Ventura County Star, Ventura, CA • 2008–2011

- Edited and curated user-generated and staff-produced news content for online and print publication.
- Supervised reporters and coordinated production schedules under tight deadlines.

Reporter / Copy Editor

Daily Herald, Provo, UT • 2004–2007

- Covered education and community stories and edited copy for accuracy and clarity.
- Designed print layouts and contributed to award-winning special sections.

Writer / Public Relations

Feature Films for Families, Murray, UT • 2003–2004

- Wrote and edited internal communications and promotional copy supporting brand messaging.

EDUCATION

2000

B.A. JOURNALISM, CUM LAUDE

Louisiana Tech University

SKILLS

- Sponsored and branded content development
- Advertising and marketing copywriting
- Editorial project management
- AP Style and copy editing
- Newsletter and email campaigns (Mailchimp, Constant Contact)
- Digital content strategy and analytics
- Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- WordPress, Basecamp, Microsoft Office

VOLUNTEER WORK

- President of the Board of Education, Woodland Community Consolidated School District 50 (2023–2025)
- Church Board President (2018–2019)
- Communications Volunteer, Carissa Casbon Lake County Board Campaign (2019–2020)