



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+ newspaper special 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 • 2008-2010

- 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

- Wrote stories for publication, covering education and general assignment,
- 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.

Copy Editor

The News-Star, Monroe, LA • 2001-2002

- Edited copy and designed news and features pages for publication.

Assistant Editor

Jennings Daily News, Jennings, LA • 2000-2001

- Served as assistant editor of daily afternoon newspaper.
- Wrote stories for publication, covering education, general assignment, city government and crime, including coverage of a triple-homicide trial.
- Designed newspaper pages for publication.

Reporter

The Daily Leader, Ruston LA • 1999-2000

- Wrote stories for publication, covering general assignment.

Reporter

The Minden Press-Herald, Minden, LA • 1995-1999

- Wrote stories for publication, covering general assignment.
- Designed newspaper pages for publication.

EDUCATION

2000

B.A. journalism, cum laude

Louisiana Tech University

SKILLS

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

VOLUNTEER WORK

- President of the Board of Education, Woodland Community Consolidated School District 50 (2021-2025)
- Communications Volunteer, Carissa Casbon Lake County Board Campaign (2019-2020)