

## Mary E. Avant

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### Experience

#### **Demand Media Studios**, eHow Style and typeF.com Contributing Writer

*July 2011–Present; Remote*

- Collaborate with Los Angeles–based editors to create online fashion, style, and beauty features and slideshows for fashion websites
- Composed two 30-page eBooks for career-exploration and fashion how-to series

#### **QSR Magazine**, Associate Editor, Editorial Intern

*June 2012–Present, January 2011–August 2011; Chapel Hill, North Carolina*

- Conceive story ideas for front- and back-of-book departments for *QSR* magazine, a leading trade publication covering the limited-service restaurant industry; pitch and write one monthly feature; and compose semi-weekly original content for [qsrmagazine.com](http://qsrmagazine.com)
- Manage a team of freelance writers to assign departments for the monthly print issue; proof freelancers' copy, as well as each monthly feature, food department stories, columns, and the final proof before it goes to press
- Host a weekly video Q&A newscast with *QSR's* editor, in which we discuss hot topics from around the industry; create script for monthly newscast, "Fresh Bytes," summarizing key news from the quick-service and full-service restaurant industries
- Compile *QSR's* daily newsletter, A.M. Jolt, which reaches more than 43,000 subscribers every day
- Handle all social media accounts, including Twitter, Facebook, Google+, and YouTube

#### **9Threads, Footwear Plus and Earnshaw's Magazines**, Associate Editor

*November 2011–June 2012; New York, New York*

- Interviewed executives, companies, and retailers to produce full-length features and "spotlights" about the footwear and childrenswear industries for the monthly print magazines
- Proofed editorial staff's copy before it was sent to the art team, and reviewed each issue on PubPress prior to printing

#### **Carolina Woman Magazine**, Editorial Intern

*August 2010–January 2011; Cary, North Carolina*

- Generated and researched article ideas and wrote pieces for the fashion, body, and eats sections of the "monthly magazine for women in the Triangle"
- Proofread the magazine in its entirety before being sent to press

#### **Business Plus Magazine**, Editorial Intern

*June 2010–July 2010; Dublin, Ireland*

- Researched and wrote business and economy-related articles for both the print magazine (Ireland's largest business magazine) and the company's website
- Edited 15–20 stories each month, acting as the final set of eyes before each issue was printed

### Education

#### **University of North Carolina at Chapel Hill**

B.A. in Journalism and Mass Communication, concentration in reporting

Minor in Russian Culture

**GPA: 3.85; May 2011**

### Skills

InDesign; InCopy; Basic HTML and Photoshop; FinalCut Pro; CMS; Drupal; AP Style; MS Office Suite; Adobe Creative Suite