



Jennifer Wood

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Profile

Skilled writer, editor, and communication specialist with a proven ability to balance tight deadlines and fast-paced environments, while building and maintaining quality community relationships.

Experience

Freelance Writer | Content Creator & Conversation Starter

2010 - Present

- Local and regional feature article research and writing
- Develop strategic social media programs to meet client goals and monitor the impact of each unique plan through analytics
- Spearhead client campaigns from design through launch, in conjunction with product line market projections and audits

Features Editor North State Journal

2015 - March 2017

- Developed and built the features section, in print and online, along with the design and photo teams
- Researched the paper's specific audience and planned editorial calendars based on reader interest and statewide events
- Cultivated relationships with sources and freelance writers
- Assigned and guided feature length pieces from inception to publication

Social Media Strategist

Feed the Dialogue NC

2014-2015

- Content mapping and creation, video storytelling, social media management, social media training, analytics and editorial calendar, community building and consumer engagement

Expertise

Project Management
Writing | Editing
Research
Relationship Building & Cultivation
Event Design
Target Audience Identification & Engagement

Education

North Carolina State University
Raleigh, NC
Bachelor of Arts, Communication

Skills

Leadership
Communication
Detail-Oriented
Blogging | Wordpress
Strategic Planning
Adobe Creative Suite
Microsoft Suite

Social

facebook: @jenniferculbersonwood
twitter: @woodwritesNC
iG: @woodwritesNC
linkedin: in/jrcwood
jennifercwood.pressfolios.com

Community

Saint Mary's School, Alumnae Council

Shepherd Youth Ranch, Board of Directors, 2016-present

Lupus Foundation of America, organized committee to bring Walk to End Lupus Now to the Triangle, Board of Directors, 2005-2009

Associations

North Carolina Writer's Network
Triangle Area Freelancers
Society for Features Journalism