

# WENDY HERMAN

WRITER & EDITOR

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## PROFESSIONAL OVERVIEW

Versatile writer and thoughtful communicator with over 20 years of experience in nonprofit and for-profit spaces. Track record of producing compelling content, driving new and innovative ideas, and leading with empathy to connect with colleagues, clients, and audiences in a meaningful way. A wordsmith and editor with an eye for persuasive messaging and storytelling, resulting in loyal audiences inspired to act and engage.

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## WORK EXPERIENCE

**buildOn | Remote, Director of Marketing** September 2022 - November 2024

- Led efforts in brand messaging, audience and donor cultivation, and creative strategy
- Developed content strategy across multiple channels (articles, blogs, speeches, one pagers, reports, marketing emails, and event messaging) increasing blog views, email open rates and clicks, and digital donations
- Established and led PR and influencer efforts, writing press releases, building media lists, collaborating with board members, and managing celebrity and influencer relationships
- Interviewed students, donors, and community members to cultivate impactful storytelling that drove engagement
- Created visual storytelling content for diverse audiences including videos, PSAs, and event activations
- Co-Directed buildOn's 2023 Gala at The Glasshouse in NYC which raised over \$2 million
- **Remote, Contract Copywriter and Storyteller, June 2016 - September 2022:** Interviewed stakeholders and wrote articles, blogs, and one pagers; Ideated and wrote content for the organization's 2017 website rebranding; Wrote and produced the organization's bi-weekly internal employee newsletter

**Film Independent | Remote, Contributing Writer and Researcher** March 2016 - September 2020

- Interviewed hundreds of filmmakers for the annual Filmmaker Forum and wrote case studies on their endeavors in film financing, production, marketing, and sales and distribution
- Copy edited and proofread marketing materials for the Spirit Awards and Los Angeles Film Festival

**John Paul Mitchell Systems | Los Angeles, Digital Copy Editor** June 2014 - March 2016

- Managed content creation for paulmitchell.com and the rebrand of 110+ new websites for Paul Mitchell Schools
- Led team of writers and designers to ensure content was on-brand, consistent in style and voice, and optimized for search and user experience
- **Remote, Contract Copywriter, March 2016 - September 2022:** Wrote and edited copy for products and print and digital campaigns (B2B and B2C)

**People for the Ethical Treatment of Animals (PETA) | Los Angeles, Senior Media Officer** January 2011 - June 2014

- Led team of six media coordinators to improve community and press outreach, providing mentorship and establishing goals and expectations
- Wrote press releases, PSA scripts, ad copy, and media statements under high-pressure deadlines
- Successfully placed news items in every major media market in top outlets including The New York Times, Variety, The Washington Post, CNN, People, Good Morning America, and HBO's Vice
- Led publicity efforts and coordinated press conferences for hundreds of celebrity campaigns including Ryan Gosling, Paul McCartney, Joaquin Phoenix, Penelope Cruz, and Alec Baldwin
- Served as official media spokesperson

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## WORK EXPERIENCE CONTINUED

### Stand Up To Cancer | Los Angeles, Digital Content Manager

January 2010 - January 2011

- Identified, researched, wrote, assigned, and edited articles for su2c.org including translating complex technical and medical information for non-technical audiences
  - Wrote content for organization's blogs, e-newsletters, PSAs, and promotional partnerships with Major League Baseball, MasterCard, and Gilt
  - Managed SU2C's Facebook account with 300,000 increased 'Likes' over 3 months
  - Directed SU2C's Promoted Trend on Twitter during the organization's live telethon simulcast on ABC, CBS, FOX, and NBC which helped raise more than \$100 million in one night
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## EDUCATION

The American Film Institute Conservatory | Los Angeles | MFA in Screenwriting

2007

California State University | Fullerton | BA in Radio-TV-Film / Communications

2003

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## PROFESSIONAL SKILLS

Speechwriting

Copy Editing

Marketing Strategy

Research

Technical Writing

Proofreading

Email Marketing

Chicago Manual of Style

Copywriting

Project Management

Data Analysis

AP Style

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## PROFESSIONAL DEVELOPMENT & AFFILIATIONS

Chicago Professional Women for Good

Certified Master Naturalist | Forest Preserves of Cook County & University of Illinois Extension

SEED Seminar Graduate | National SEED Project (Seeking Educational Equity and Diversity)

Committee Lead | Diversity, Equity, and Inclusion (DEI) Committee, buildOn