

# WENDY HERMAN

WRITER & BRAND STORYTELLER

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## PROFESSIONAL OVERVIEW

Data- and audience-driven **storyteller** with over 10 years of experience crafting persuasive narratives and articles that drive engagement and strengthen brand loyalty. Adept at interviewing subjects from all walks of life and writing thoughtful articles and blogs, developing impactful marketing and PR content across various channels, and leading with empathy to connect with colleagues, clients, and audiences in a meaningful way.

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## WORK EXPERIENCE

### buildOn

**Director of Marketing, Remote/Chicago, IL**

September 2022 - November 2024

- Spearheaded brand messaging, audience and donor cultivation, and creative strategy
- Developed data-driven content across multiple channels, increasing views, open rates and clicks, and donations
- Initiated and led PR and influencer efforts, writing press releases, creating media kits, building media lists, collaborating with board members, and managing celebrity and influencer relationships
- Drove engagement through strategic storytelling by interviewing students, donors, and community members
- Developed visual storytelling content for diverse audiences, which included videos, PSAs, and event activations
- Co-directed buildOn's 2023 Gala at The Glasshouse in NYC, which raised over \$2 million

**Contract Copywriter and Storyteller, Remote**

January 2016 - September 2022

- Composed compelling brand narratives by interviewing stakeholders and writing audience-driven blogs
- Increased web traffic by ideating and writing high-concept copy for the organization's 2017 website rebranding
- Improved org-wide communication by initiating and writing an engaging bi-weekly internal newsletter

### Film Independent

**Contributing Writer and Researcher, Remote**

March 2016 - September 2020

- Increased membership and event attendance by interviewing hundreds of award-winning filmmakers and writing case studies on their endeavors in film financing, production, marketing, and sales and distribution
- Ensured adherence to brand guidelines by copyediting and proofreading all marketing materials
- From 2003 - 2005, served as the **Filmmaker Labs Coordinator**, identifying the most promising writers, directors, and producers for their Artist Development program by analyzing screenplays and writing comprehensive coverage

### John Paul Mitchell Systems

**Contract Copywriter, Remote**

March 2016 - September 2022

- Wrote engaging copy for social media, email marketing, digital product descriptions, and corporate mission
- Wrote and edited persuasive copy for product launches and print and digital campaigns (B2B and B2C)

**Digital Copy Editor, Los Angeles, CA**

June 2014 - March 2016

- Supervised a team of writers and designers for the world-renowned Paul Mitchell haircare company and ensured the content was on-brand, consistent in style and voice, and optimized for search and user experience.
- Spearheaded content creation for paulmitchell.com and the rebrand of 110+ new websites for Paul Mitchell Schools, increasing web traffic and student applications

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## WORK EXPERIENCE CONTINUED

### People for the Ethical Treatment of Animals (PETA)

**Senior Media Officer, Los Angeles, CA**

February 2012 - June 2014

- Increased publicity for national campaigns by cultivating relationships with journalists, pitching news outlets, writing persuasive press releases, and building comprehensive media lists
- Wrote viral 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 Dodo, The New York Times, Variety, The Washington Post, CNN, People, Good Morning America, and HBO's Vice
- Served as an official media spokesperson, specializing in animal adoption and cruelty-free fashion

**Media Officer, Los Angeles, CA**

January 2011 - February 2012

- Ideated persuasive PSAs and executed successful celebrity campaigns and ad launches featuring Ryan Gosling, Paul McCartney, Pamela Anderson, Joaquin Phoenix, Penelope Cruz, Alec Baldwin, and more
- Mentored a team of six media coordinators to improve the reach and effectiveness of regional press campaigns

### Stand Up To Cancer (SU2C)

**Digital Content Manager, Culver City, CA**

January 2010 - January 2011

- Executed 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 for groundbreaking cancer research in a single evening
- Increased SU2C's followers by over 300,000 within 3 months by creating data- and audience-driven content
- Identified, researched, wrote, assigned, and edited articles for su2c.org, which included adapting complex scientific information for general audiences
- Wrote content for partnerships with Major League Baseball, MasterCard, Gilt, and more

**Freelance Writer and Editor | Remote**

August 2007 - Ongoing

- Clients have included Peter Greenberg Worldwide (Travel Editor for CBS News), Oprah.com, Alicia Silverstone / The Kind Life, Farm Sanctuary, Nicora, Realtor.com, Refinery 29 with PETA, Green Child Magazine, and more

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## EDUCATION

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

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

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## PROFESSIONAL SKILLS

Editorial Leadership

Copyediting

Brand Identity

Marketing Strategy

Content Writing

Persuasive Writing

Social Media Writing

Proofreading

Copywriting

Source Interviewing

Script Writing

Data Analysis

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## PROFESSIONAL AFFILIATIONS & CONTINUING EDUCATION

Chicago Professional Women for Good (Giving Circle)

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

Certified Pollinator Steward | Pollinator Partnership and Project Wingspan

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