

Jill Waldbieser

267-973-4987
jwaldbieser@gmail.com
@jwaldbie

PROFESSIONAL EXPERIENCE

Editorial Consultant and Content Creator, *Various Companies* **10/17 – present**

- Regular contributor to *Reader's Digest, Everyday Health, Huffington Post, Men's Health*, and the AARP, among others.
- (10/19-present) Culinary community moderator for the Food Network Kitchen app. Launched and beta tested the new app and update live content seven to 10 times daily, including culling content for social media posts.
(9/19-present) Copywriter and brand specialist for Kindness.org, an international nonprofit. Generate top-down messaging, branding, and social media content.
- (10/18-8/19) Managing Editor for *The Dermatologist*, a national B2B magazine. Implemented a redesign of the brand's website and monthly print journal and managed all day-to-day content needs for both, including clinical manuscripts; art; electronic newsletters and email blasts; podcasts; copyrights and disclosures; and budgets.
- (3/18-present) Consultant and copywriter for Campbell Soup Company. Work with the marketing team to produce materials for the company's portfolio of brands, to be featured on websites, product packaging, and in photo and video shoots.

Senior Editor, Nutrition and Wellness, *Women's Health* magazine **5/07 – 10/17**

- Oversaw content for an award-winning national magazine (total circulation: 1.5 million) and its website (2 million viewers monthly).
- Managed a team of writers, photographers, and designers, both freelance and in-house.
- Led content ideation, research, testing, editing, and fact checking for articles.
- Headed special projects and strategic partnerships designed to maximize consumer engagement with the brand, including branded books and packaged foods, social media campaigns, and collaborations with outside companies.

Senior Editor, *Metrocorp Custom Publishing* **9/02 – 5/07**

- Led editorial operations and a team of 14 for a total of four magazines.
- Liaised with clients and advertising for specialized content needs and approvals.

EDUCATION, SKILLS, & INTERESTS

- **Temple University (Philadelphia, PA)** B.A., Journalism
- **Skills:** Storytelling; copyediting; copywriting; managing simultaneous projects and deadlines; proficient in AP, Chicago, and AMA styles; skilled in all Adobe and Microsoft products and all major social media; media trained; knows ASL.
- **Interests:** Volunteer for the Bucks County Food Alliance and the American Red Cross; whitewater kayaking enthusiast.