

Allison C. Berry

W R I T E R | E D I T O R | C R E A T I V E S T R A T E G I S T



812-240-5402



allisonberry@gmail.com



Chicago, Illinois



www.allisonberry.com

SKILLS

Storytelling

Creative Strategy

Copywriting

Feature Article Editing

SEO

Presenting

Influencer Marketing

Talent Sourcing

Collaboration

Client Communication

Project Management

Keynote

Team Building

EDUCATION

Bachelor of Arts, Journalism
Second Concentration,
Psychology
Indiana University
August 2009 – December 2013

PROFESSIONAL EXPERIENCE

SENIOR BRANDED CONTENT EDITOR, BDG STUDIOS

Bustle Digital Group | July 2019 – Present

BDG Studios is a full-service creative agency that leverages the BDG editorial mission, audience, and scale to create results-driven content programs for brand partners.

BRANDED CONTENT EDITOR, BDG STUDIOS

Bustle Digital Group | July 2017 – July 2019

- Strategized content for CPG, pharma, finance, QSR, and lifestyle clients
- Creatively led content campaigns, collaborating with agency partners and providing editorial recommendations for duration of campaign
- Reported, wrote, and edited feature content for brand partners
- Produced social content like Instagram Stories and scroll-stopping memes
- Attended client brainstorming and presented content ideas on client calls

ASSOCIATE BRANDED CONTENT EDITOR, ROMPER.COM

Bustle Digital Group | June 2016 – July 2017

Launched in fall 2015, Romper is a content website for a diverse generation of women figuring out what motherhood means to them.

- Carved out space for Romper in parenting publishing space by strategizing unique custom content and video ideas for brand partners
- Creatively led the first of Romper's successful custom content campaigns
- Collaborated with wider production, design, account management, and sales teams to execute custom content programs
- Strategized and creatively led 2018 Webby Award Honoree Baby Dove "Real Moms" campaign

ASSISTANT EDITOR

Redbook magazine | September 2015 – June 2016

- Managed the Redbook Instagram page, growing following by 400 percent in one year by implementing a successful social strategy
- Created editorial internship program dedicated to providing crucial editorial experience and mentorship opportunities to college-aged interns
- Pitched and wrote one-page lifestyle features

EDITORIAL ASSISTANT

Redbook magazine | July 2014 – September 2015

FREELANCE EDITORIAL ASSISTANT

Parents Magazine | January 2014 – June 2014