

Ann Guidry **Writer/Editor**

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Website Content

Clementine (2014) Wrote all content and designed and executed website layout. Used original photography throughout. (clementinefreshfood.com)

Kruger's Jewelers (2013) Worked closely with business owners and web designers to produce compelling content for the company's updated website. (krugersjewelers.com)

Seasonal Living Trading Company (2006) Created all content for this company's original website. (seasonalliving.com)

Marketing and Communications

IndieAustin (2011-present) Write feature profiles of local companies and businesspeople for the biannual member magazine and directory of the Austin Independent Business Alliance.

Yoga Yoga (2013-2014) The communications director position called for timely production and delivery of all internal and marketing communications, including newsletter, website, blog, targeted email and online and print lead generation copy. Edited and formatted e-books and other writing and editing tasks for the Natural Epicurean Academy of Culinary Arts. Determined and executed workflow solutions, including hiring and managing freelance support writers.

Stratfor (2009-present) Wrote and edited a variety of global intelligence-related analyses for an audience of over two million readers. This position required strict adherence to AP and in-house style guidelines, knowledge of website publishing and the ability to edit precisely and efficiently in a high-pressure, real-time environment.

Seasonal Living Trading Company (2006-2008) Wrote web content and online and print advertising copy for this luxury outdoor living products retailer. Worked closely with the company's founder to capture the essence of the company and clearly define the company's demographic. Collaborated with graphic and web designers to coordinate copy with page layout for the website, print ads, catalogs and marketing packages, including two that earned the company the ARTS Award for Most Outstanding Outdoor Living Manufacturer in North America for 2006 and 2007.

Texas Department of Agriculture (2008-2009) Wrote educational and promotional copy highlighting proper nutrition and exercise for a broad audience. Also researched story ideas, conducted interviews and wrote copy for TDA's *Kids@Heart* newsletter, an online publication with over one million subscribers across Texas.

The Good Life (2004-2009) Wrote columns, advertorials and feature articles. Additional assignments include compiling and editing magazine special sections and directories.

Instructional Design and Educational Publishing

Fusion Learning Systems (2006-2008) Created e-learning storyboards for middle school students for Riverdeep, wrote corporate training courses for Dell Inc. and corporate training courses and brand marketing materials for Liz Claiborne Inc.

Anaxos, Inc. (2005-2008) Managed freelance writers, wrote scripts for video and Flash online lessons and produced review, quiz and test questions. Also researched, wrote and edited reference products for Gale, The Literary Encyclopedia, Riverdeep and others. Wrote and edited literary guides and encyclopedia entries for Gale's *Literary Newsmakers for Students* and *Gale Contextual Encyclopedia of World Literature* and others.

The University of Texas Distance Education Center (2005) Wrote engaging Flash animation scripts to be used as alternative teaching tools for high school world geography, world history and U.S. history lessons.

Macmillan Reference USA, Gale Group (2001) Wrote encyclopedia entries for *Animal Sciences*, part of the Macmillan Science Library series.

Education

University of Texas, Bachelor of Arts: English
Yoga Yoga, 200-hour Registered Hatha Yoga Instructor