

ANNA WENNER

CONTACT

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www.annawenner.com

EDUCATION

English & History, Bachelor of Arts

University of Kansas

EXPERIENCE

2022-Present

Freelance Writer & Photographer

ANNA WENNER CREATIVE

- Regularly write for Wirecutter (The New York Times), SUCCESS, Reviewed (USA Today), US News, AARP, Business Insider, Lovepop, and more.
- Act as an expert in accessible content including but not limited to aging in place, disabilities, neurodivergence, chronic conditions, and invisible illnesses.
- Pitch ideas as well as collaborate with editors on requested content topics.
- Utilize SEO while pitching, researching, testing, and writing.
- Follow a variety of writing formats including but not limited to reviews, best-of lists, features, shopping guides, how-tos, listicles, essays, and as-told-to stories.
- Adapt writing voice and formatting to fit each client's unique needs, from playful humorous content to more serious informative articles.
- Conduct thorough research, including interviewing experts regularly.
- Request product samples, devise testing plan, and thoroughly test products.
- Utilize photography background to provide photos and videos of products, illustrating and demonstrating the way a product can be used, giving size perspective, etc.
- Closely monitor shopping trends, product launches, and consumer habits in order to pitch timely, relevant stories.

2021-2022

Editorial Director

HALLMARK CARDS

- Wrote and directed all editorial for hundreds of greeting cards while managing one editor, mentoring two editors, and co-leading a team of 12.
- Led a self-initiated project to expand Hallmark's artistic styles and writing voices to reach a younger audience. My group of 30 volunteers researched, created, and presented guides that influenced product across all of Hallmark US and Hallmark UK.
- Commissioned editorial, wrote, and edited as needed for five different brand voices and a wide variety of formats from humorous to heartfelt.
- Identified freelancers to collaborate with and helped build connections to expand Hallmark's network to a more diverse group of regular freelancers.
- Led frequent self-initiated brainstorming sessions of 3 to 30 people about topics such as product ideas, innovation, diversity and inclusion, and more.

2014-2021

Editor (Associate, Editor, Senior Editor)

HALLMARK CARDS

- Rotated as an Acting Editorial Director for six months where I was the sole editorial leader for six teams (nearly 80 regular collaborators in total, including designers, art directors, freelancers, and business partners).
- Pitched, wrote, researched, assigned, and edited products that followed trends and SEO terms. Stayed up-to-date on latest consumer needs and interests.
- Collaborated with teams daily on creative content creation.

SKILLS & EXPERTISE

- Writing clear, concise, and engaging content
- Conducting research and translating it to an easy to read format that answers top reader questions
- Developing and initiating tests of products with an eye toward accessibility for all shoppers
- Thriving in a fast-paced environment
- Building strong, collaborative relationships with product teams
- Distilling complex, technical information into easily digestible points
- Managing and prioritizing work across multiple product teams
- Creating accurate and deeply researched content
- Adhering to different style guides and brand voices
- Organizing time to manage multiple projects and meet different deadlines
- Creating inclusive, accessible solutions

EXAMPLES OF MY WORK

- [Recent Articles](#)
- [Product Creation](#)

ANNA WENNER

email@email.com 555-555-5555 City, State

Passionate commerce writer with more than a decade of experience as a professional writer and editor. Just as comfortable analyzing large data sets as writing humorous essays. Expertise in health and wellness topics, particularly accessibility.

WORK EXPERIENCE

Writer and Editor

Apr 2022 - Present

Anna Wenner Creative

Kansas City Metro

- Regularly contribute to Wirecutter (The New York Times), SUCCESS, Reviewed (USA Today), US News, AARP, Business Insider, Lovepop, and more.
- Leverage expertise in health, wellness, and accessible content including but not limited to aging in place, disabilities, neurodivergence, chronic conditions, and invisible illnesses.
- Develop pitch ideas as well as collaborate with editors on requested content topics.
- Optimize SEO while pitching, researching, testing, and writing. Articles that I've pitched and written have appeared in the first page of Google search results within 24 hours, and some topics, such as "best grab bars" for Wirecutter, quickly became and have remained the #1 search result.
- Seamlessly flex between different formats including but not limited to reviews, best-of lists, features, shopping guides, how-tos, listicles, essays, and as-told-to stories.
- Adapt writing voice to fit each client's unique needs, from playful humorous content to more serious informative articles.
- Conduct thorough research, including interviewing experts (12 to 24 per month on average).
- Lead requests of product samples, devising testing plans, and thorough testing of products.
- Create photos and videos of products, illustrating and demonstrating the way a product can be used, giving size perspective, and more. These unique images help articles stand out to readers as well as better optimize them for SEO.
- Perform analysis on shopping trends, product launches, and consumer habits in order to pitch timely, relevant stories. Frequently pitch and see through articles ahead of trends, helping to lead the pack rather than attempting to fast follow.

Editorial Director

Sep 2021 - Jun 2022

Hallmark Cards

Kansas City Metro

- Wrote and directed all editorial for hundreds of greeting cards
- Led a team of 12 alongside two art directors while managing 1 editor and mentoring 2 editors. In total, mentored and/or trained more than half of all editors currently at Hallmark.
- Commissioned editorial, wrote, and edited as needed for 5 different brand voices and a wide variety of formats from humorous to heartfelt. This included Shoebox, the #1 humorous card brand in the country.
- Improved freelancer recruitment process by helping build connections to expand Hallmark's network to a more diverse group of regular freelancers. This led to a stronger pool of freelancers to choose from, more innovative solutions, and a noticeable increase in quality from freelance artists.
- Led frequent self-initiated brainstorming sessions of 3 to 30 people about topics such as product ideas, generational topics, innovation, diversity and inclusion, and more. These brainstorming sessions led to a total revision of the line aimed at our youngest adult shoppers.

Senior Editor

Jun 2014 - Aug 2021

Hallmark Cards

Kansas City Metro

- Rotated as an Acting Editorial Director for 6 months where I was the sole editorial leader for 6 teams (nearly 80 regular collaborators in total, including designers, art directors, freelancers, and business partners).
- Pitched, wrote, researched, assigned, and edited products that followed trends and SEO terms. Led the creation of countless bestsellers featuring trendy visuals, relatable voice, and a realistic take on human relationships. Some of these cards made up to 400% more than projected, sold out repeatedly, and made more than \$4 million in a single season of sales each.
- Collaborated on creative content daily with teams of 5 to 20 members. In order to give me experience on a variety of products and prepare for a leadership role, I switched teams more than eight times and worked on every card line and several other product lines that Hallmark offers. I also built lasting relationships with each new team as we collaborated daily in meetings, more than 150 people total.

Opinion Section Editor & Photographer

Jan 2014 - May 2015

University Daily Kansan

Lawrence, Kansas

- Led a team of more than 30 writers in opinion coverage, editing three articles daily and leading brainstorm sessions, pitches, and overall section strategy.
- Designed and formatted the opinion page daily, including the "Free for All" section made up of reader-contributed humorous texts.
- Took photographs and videos for all sections of the newspaper, including breaking news, NCAA tournament, and a visit by President Obama.

Intern - Journalist

Feb 2011 - Aug 2011

The Topeka Capital-Journal

Topeka, Kansas

- Wrote and took photographs for the education and opinion sections of the local daily newspaper while collaborating closely with career journalists.
- Sought feedback from editors and writers about how to find sources, come up with pitches, and write in an unbiased but engaging way.

EDUCATION

Bachelor of Arts in English, Creative Writing

University of Kansas

Sep 2011 - Jun 2015

Notable Coursework: Journalism 101, Global Memory

Minor in Global and International Studies

University of Kansas

Sep 2011 - Jun 2015

Bachelor of Arts in History

University of Kansas

Sep 2011 - Jun 2015

Minor: Global and International Studies

SKILLS

Proficiencies: AP style, Content Management Systems (CMS), SEO tools, Microsoft Office, Google Docs, Google Trends, digital analytics tools, Customer Relationship Management (CRM) tools

Expertise: Editing, writing, interviewing, collaborating, researching, product testing, analyzing, time management, voice-driven storytelling, reporting, exploring interdisciplinary connections

PROJECTS

Improving Diverse Representation on Hallmark Cards

Led a self-initiated project to expand Hallmark's artistic styles and writing voices to reach a younger audience. Organized a group of 30 volunteers to research, create, and present guides that influenced product across all of Hallmark US and Hallmark UK. This project fundamentally changed how artists, writers, and product teams approached product creation and led to a substantial increase in the quantity and quality of cards that would appeal to those beyond white/straight/cisgender shoppers. Inspired and guided the creation of the first Hallmark cards to feature people with visible disabilities, hijabs, and different body shapes and sizes. Several of these cards went on to become bestsellers.

Translating a Trend Into Profitable Product

During the consumer trend of leaving affirming sticky notes places to make someone's day, I led an exploration of how that desire to reach out could translate to a card product. We dug into what was so appealing about that experience, determined a model line that would fit similar needs, and performed collaboration across creative to come up with innovative, fun, and memorable cards that would stand out. We differentiated these cards by the size of the product: a "mini" solution that was cute as it was useful. This line has been one of Hallmark's most successful new lines and has continued being refreshed across holidays and everyday for more than five years, with more than 50 currently available online.

Reinventing Christmas Boxed Cards for a Younger Audience

Initiated a project to determine how to engage Millennials and Gen Z within the Christmas Boxed Card category (one usually dominated by Boomers and Silents). After analyzing existing research, hosting brainstorming and feedback sessions, and examining the category, I identified the biggest hurdles: too many cards per pack and too many of the same design. The solution? "Pick-a-pack," a new program that grouped card designs into packs of 5 and encouraged consumers to buy several different designs as they needed more. Before this, the smallest boxed card package was 16 cards all featuring the same design, but now, there are a variety of 12 card packs and smaller as well as larger packs with a different design on every card.

LANGUAGES

English (Native proficiency) • Spanish (Elementary proficiency)

AWARDS

Best Christmas/Seasonal Card by Louie Awards

May 2023

Awarded to the best card above \$5.50 that celebrated Christmas and the winter holidays.


Best Blank Card by Louie Awards

May 2023

Awarded to the best card above \$5.50 that was design-only.

PUBLICATIONS

The Best Grab Bars  on Wirecutter (The New York Times)

What we can learn from the Lavender Scare of the 1950s  on News is Out

Why Telling My Friends to Get Out of My House Was a Total Game Changer  on SUCCESS

The Nine Best Places to Find Inclusive Formalwear  on Reviewed (USA Today)

Should You Take the 'Federal Buyout?' Experts Advise Against It  on SUCCESS

Never Go Out Of Style: 7 Taylor Swift-Inspired Halloween Costumes  on Reviewed (USA Today)