

BRENNA SWANSTON

CONTACT

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www.brennaswanston.com

EDUCATION

BS, JOURNALISM

Minor: Religious Studies
California Polytechnic State
University, San Luis Obispo

AWARDS

**Association of Alternative
Newsmedia Awards 2020:**
Second Place: Long-Form News
Story

**North Carolina Press
Association Editorial and
Advertising Awards 2019:**
Second Place: Education
Reporting

**California Newspaper
Publishers Association Better
Newspapers Contest 2016:**
First Place: Agricultural
Reporting
Honorable Mention: Profile
Feature Story
Honorable Mention: Coverage
of Education

**College Media Association
Pinnacle Awards 2015:**
Third Place: Arts &
Entertainment Story

**CNPA Campus Excellence in
Journalism Contest 2015:**
First Place: Profile Feature
Story

EXPERIENCE

DEPUTY EDITOR

Forbes Advisor / Full-Time / Remote / May 2022 - Present

- Edit 45 to 60 long-form, research-driven articles about higher education each month, focusing on accuracy, clarity, style, grammar, and SEO best practices
- Manage a globally distributed team of ~20 freelance writers and editors, providing individualized feedback to each on a monthly cadence
- Collaborate with managing editor and SEO team to ideate, outline, and assign 60 pieces of content each month
- Create and manage style guide for Forbes Advisor's education team
- Work with data team to design and apply methodologies for rankings of universities, degree programs, and coding bootcamps

FREELANCE WRITER AND EDITOR

Various Clients / Freelance / July 2014 - Present

- Contract with Archetype, a branding agency, to ghostwrite articles on behalf of tech executives for placement in publications like *Human Resource Executive* and *The Business Journals*
- Write and edit research-driven SEO content answering questions about health and life insurance for Assurance IQ
- Wrote a three-part feature series exploring racial and socioeconomic segregation in North Carolina schools for Queen City Nerve, a Charlotte-based alt weekly; earned second for long-form news story at the AAN Awards and second for education reporting in the NCPA Editorial and Advertising Awards
- Wrote and edited SEO web content for Jerry, a car insurance comparison app

COPY EDITOR

Red Ventures / Full-Time / Remote / Sep. 2020 - May 2022

- Copyedited SEO and news content for Red Ventures Education (EDU)
- Maintained and continually updated EDU style guide
- Created and continually updated EDU's conscious language guide to ensure the use of inclusive, appropriate language across all EDU content
- Developed training and feedback system for EDU writers to keep them current on EDU's style guide, sourcing best practices, and other writing processes
- Helped develop quality control process by which EDU copy editors audit published content across domains on a monthly cadence
- Promoted to manager after exceeding goals and demonstrating leadership skills

STAFF WRITER

The Sun / Full-time / Santa Maria, CA / Jan. 2016 - June 2017

- Wrote long-form news articles and short-form briefs each week covering education, agriculture, immigration, religion, and environmental issues
- Copyedited the paper's news section every week
- Backfilled for proofreader and managing editor when OOO
- Won first for agricultural reporting at the CNPA Better Newspapers Contest; earned honorable mentions for profile feature story and education coverage