

BRENNNA SWANSTON

CONTACT

☎ (831) 809-0804

✉ brennaswanston@gmail.com

in [LinkedIn URL](#)

EDUCATION

BS, JOURNALISM

Minor: Religious Studies
California Polytechnic State
University, San Luis Obispo
2011 - 2015

AWARDS

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

North Carolina Press
Association Editorial Contest
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

COPY EDITOR II

Red Ventures Education / Full-Time / Remote / Aug. 2021 - Present

Previous: COPY EDITOR I, Sep. 2020 - Aug. 2021

FREELANCE COPY EDITOR, June 2018 - Sep. 2020

- Promoted within a one year of full-time employment for exceeding goals and demonstrating leadership skills
- Developed coaching system for new freelance writers to familiarize them with EDU's style guide, citation/linking best practices, and other writing processes
- Proofread and fact-check business and tech content on Accounting.com, OnlineMBA.com, ComputerScience.org, CyberDegrees.org
- Edit according to RV EDU's in-house style guide and AP Style
- Created and continually update RV EDU's Conscious Language Guide to ensure we use inclusive, appropriate language across all EDU content
- Maintain and update RV EDU style guide as a Style Guide Committee member
- Occasionally copyedit news content for BestColleges.com
- Train incoming writers and copy editors on style guide and editorial processes

WEB CONTENT WRITER

Jerry / Freelance / Remote / Jan. 2022 - Present

- Research and write engaging, SEO-friendly editorial content to inform Jerry's readers about car insurance, car maintenance, and driving laws.

WRITER AND COPY EDITOR

Various Clients / Freelance / July 2014 - Present

- Work as an independent contractor to provide writing, editing, and content management services for a variety of clients. Notable projects include:
 - Writing a three-part series for the Queen City Nerve exploring racial and socioeconomic segregation in Charlotte's public schools
 - Writing content for Leaf Group's partner domains (e.g., USA Today, Chron.com, Career Trend, Sciencing.com, 10Best)
 - Proofreading social media posts for Social Practice, a Texas-based social media management agency
 - Writing and editing blog posts, press releases, product descriptions, and general web copy for a California-based e-commerce firm
 - Writing landing page content, Facebook and Google ad copy, and YouTube video scripts for a Vietnam-based architecture and planning startup
 - Crafting social media posts for a Netherlands-based lifestyle brand
 - Editing communications copy for the president of a San Francisco-based marketing firm
 - Proofreading internal decks for a Nebraska-based marketing agency
 - Proofreading a grant report for a team of researchers at California State University, Northridge

STAFF WRITER

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

- Reported on news stories covering education, agriculture, and environment
- Copyedited the paper's news section every week
- Backfilled for proofreader and managing editor when OOO