

BRENNA SWANSTON

CONTACT

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EDUCATION

B.S., 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

CONTENT MARKETING MANAGER | Peregrine / Sept. 2024 - Present

- Work cross-functionally with marketing and business leaders to build and execute a content program in support of top-level company goals
- Lead content strategy, development, and publication across platforms including social media, web, partner publications, and email
- Plan and create marketing content including blog posts, case studies, sales collateral, email campaigns, social media campaigns, white papers, and e-books
- Collaborate with company executives to produce thought leadership content

FREELANCE CONTENT EDITOR & WRITER | Various Clients / July 2014 - Present

Recent notable projects include:

- For Slack (2022 - present): Write and edit blog posts, ebooks, and marketing emails to drive awareness of Slack tools, integrations, and new features
- For various tech companies (2022 - present): Ghostwrite op-ed articles on behalf of executives for placement in publications like *Human Resource Executive* and *CMSWire*
- For GoHealth.com (2024 - present): Wrote long-form SEO web articles about Medicare
- For Queen City Nerve (2018 - 2019): Wrote a three-part series exploring racial and socioeconomic segregation in North Carolina schools (*placed second for long-form news story at the AAN Awards, second for education reporting in the NCPA Editorial and Advertising Awards*)

DEPUTY EDITOR, EDUCATION | Forbes Advisor / Remote / May 2022 - June 2024

- Collaborated with managing editor and SEO team to ideate, outline, and assign 60 long-form articles per month covering higher ed degrees, career paths, alternative education options, and college rankings
- Edited content to ensure accuracy, clarity, and compliance with style, grammar, and SEO best practices
- Nov. 2023 - April 2024: Backfilled for the managing editor during her leave; saw record growth on EDU vertical from ~114,000 weekly sessions to ~206,000 weekly sessions
- Dec. 2023: Led a content optimization project to update 200+ legacy education articles in one month, contributing to 37.7% SEO growth rate month over month
- Worked with the PR team to produce stats pages and other data-driven content, securing 228 backlinks in 2023 with an average link score of 79.53
- Managed an updates editor and a remote team of ~20 freelance writers and editors
- Created and maintained the education team's style guide

COPY EDITOR, EDUCATION | Red Ventures / Remote / Sep. 2020 - May 2022

- Copyedited SEO and news content for Red Ventures' portfolio of higher ed (EDU) sites
- 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 QC process by which EDU copy editors audited live content monthly
- Promoted to manager after exceeding goals and demonstrating leadership skills

STAFF WRITER | The Sun / Santa Maria, CA / Jan. 2016 - June 2017

- Wrote a weekly food column, plus long-form news articles and short-form briefs covering education, agriculture, immigration, religion, and environmental issues
- Copyedited the paper's news section weekly
- 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*