

# Libby Peterson

## EXPERIENCE

### *The New York Times*

#### **Freelance Writer — Aug. 2019 - present**

Writing behind-the-scenes stories for the A2-A3 pages of the newspaper, interviewing reporters, photographers, designers and editors on how certain pieces of *The New York Times* came together.

### *Rangefinder*

#### **Senior Editor — Jan. 2019 - present**

Assigning and editing features and columns, and collaborating with contributors on new story series.

Pitching, reporting and writing features on photo industry and creative people; interviewing photo editors and photographers for original Q&A series; promoting all stories to social media.

Doubled weekly production of stories in last six months since transition from print to web.

Created editorial calendar, planning topics and balancing content mix based on reader data.

Leading social media strategy, auditing platforms, analyzing data and determining optimal posting.

Producing weekly newsletter and adding new ones, conducting a/b testing based on performance.

Researching and suggesting members for editorial advisory board and creating meeting agendas.

Created and moderated brand's first webinar, and interviewed guests for video podcast series.

#### **Features Editor — Aug. 2015 - Jan. 2019**

Pitched, assigned and edited monthly features and columns, some of which won Folio awards.

Wrote features, FOB, TOC and cover lines; selected all accompanying photos and secured usage rights.

Collaborated with art director on editorial design concepts, and gave final review on all copy and design.

Packaged print-to-online editorial for web producer and posted to social, nearly doubling followers.

Conducted portfolio reviews, judged contests and managed 30 Rising Stars of Wedding Photography.

Pitched and produced day-long summit and editorial talk series for WPPI conference in Las Vegas.

Created and contributed regularly to brand's popular Photo of the Day series.

#### **Associate Editor — Jan. 2014 - Aug. 2015**

Pitched, reported and wrote magazine's front-of-the-book section and occasional features.

Selected photos to accompany stories and secured usage rights from photographers and agents.

Copy-edited and proofread all pages of the magazine before publishing, and established house style.

Created online editorial schedule, and posted articles to CMS and social media.

Grew social media channels from hundreds of followers to tens of thousands.

Guided brand identity and created new monthly content in magazine's award-winning redesign.

### *Suited*

#### **Deputy Editor — Sept. 2016 - present**

Managing editorial workflow of independent culture, design, fashion, music and art magazine.

Pitching ideas and assigning stories that intersect with identity, politics and global impact.

Editing all profiles and features for story content, flow and grammar with writers and editors.

Consulting on overall layout and final photo selections with design team and editor-in-chief.

Proofreading and giving final sign-offs on every page before print.

Strategizing social media, next issue, brand identity and in-person, experiential pop-up events.

#### **Copy Editor — Sept. 2015 - Sept. 2016**

Wrote profiles on independent thinkers, most notably people with distinctive and press-wary personalities.

Structured editorial deadlines for biannual magazine cycle and checked in with writers on copy.

Proofread and fact-checked all articles at multiple stages before print.

## SKILLS

French

Copy-editing

AP Style

Chicago Manual of Style

Photoshop

InDesign

InCopy

Wordpress / CMS

SEO / Google Analytics

Smartsheet

Airtable

ActiveCampaign

Webinars

Social media

## SPEAKING

### **Conferences**

WPPI, 2015-2020

PhotoPlus Expo, 2015-2017

### **Podcasts**

The Bloom Seeker, 2020

Wedding Photo Podcast, 2018

B&H Photography Podcast, 2016

### **Panels**

RF Talks, 2020

Wix Lounge Series, 2017

## EDUCATION

### **Indiana University — 2009 - 2013**

Bloomington, IN

B.A. in Journalism

Ernie Pyle School of Journalism

Specializations in Enterprise

Journalism and Photojournalism

Second major in French

Hutton Honors Scholar

## CONTACT

libbypeterson.com

libbyjpeterston@gmail.com

952-201-5568