

Robin Mosley

WRITER AND ASSOCIATE EDITOR

Arlington, VA | Contact via Website

SUMMARY AND KEY SKILLS

Dynamic, knowledgeable and trend-forward **Writer and Associate Editor** with a track record of leveraging expertise in conducting research, interviewing sources, writing news stories, editing, and managing deadlines to support key initiatives. An innovative, forward-thinking professional with a growth mindset and talent to report and identify news trends. Quick, effective, open-minded and persistent storyteller who thrives in a fast-paced environment. Able to create service-driven food content like cooking guides, recipe roundups, and expert-sourced explainers, optimized for SEO. Experienced in remote work since 2018.

News Writing | Feature Writing | B2B & B2C Writing | Editing | Sourcing | Fact-Checking | Research | Proofreading
E-commerce | Social Media Management | Newsletter Creation | MailChimp | Trello | Basecamp | Monday.com | Canva
Drupal | SEO | WordPress | AP Stylebook | People Management | Interviewing | Able to Work Independently | Organization
Project Management | Strategic Planning | Creative Problem Solving | Verbal and Written Communication

PROFESSIONAL EXPERIENCE

VIDEO GAME WRITER

03/2021 – Present

Nerd Street Gamers (freelance)

Fully Remote | Arlington, VA

- Write original articles on influencers and diversity and inclusion 3-4 articles a month, exploring the lives and complications of the industry.
- Research and conduct interviews, asking pointed and important questions of sources to get at the heart of interesting information for readers.
- Fact-check sources using research and triangulation to guarantee accurate interview data and content before publication.
- Edit content to align with company standards and work with editor to source proper feature images for articles.
- Maintain relationships with PR and sources to keep positive and reputable connections in the gaming industry.

COMMERCE WRITER

03/2021 – Present

Simply Recipe (freelance)

Fully Remote | Arlington, VA

- Create original highly-researched commerce articles on kitchen appliances to advise readers on the best deals, brands and usability.
- Research kitchen appliances from budget to high-end market items to align with popular websites and industry standards.
- Use SEO to help attract new readers to website and increase visibility on Google search ratings.

E-COMMERCE WRITER

08/2020 – Present

Healthline (freelance)

Fully Remote | Arlington, VA

- Research, write, fact-check and edit e-commerce articles on bedding, CBD and beauty, and reach out to experts to inform and engage readers on what's the best brand for their needs.
- Upload content in WordPress based on editorial guidelines given by Healthline to complete the writing process and ensure editing by editor.

ASSOCIATE EDITOR

06/2020 – 06/2020

14 East Magazine

Fully Remote | Chicago, IL | Arlington, VA

- Edited and fact-checked contributing writers' posts using AP and 14 East Magazine guidelines ensuring style, grammar and content were accurate and high quality.
- Supported 14 East Magazine's newsletter by writing for multiple sections, including national headlines and educational resources.
- Managed contributing writer through mentoring and support through the academic year to help them gain confidence in writing for a publication.

MARKETING COMMUNICATIONS COORDINATOR**12/2019 – 09/2020***Plates**Fully Remote | Chicago, IL*

- Supervised the editing process for all blogs, social media, PR, app walkthroughs, and other digital collateral for branding, outreach and visibility.
- Developed B2B blog content about sustainability, farming, and health to create an active voice in the food tech space.
- Managed social media by creating engaging posts based on popular topics and needs brought forth by CEO and founder of the company.

NEWS WRITER**03/2019 – 03/2020***SoulPhoodie (freelance)**Fully Remote | Chicago, IL*

- Created engaging stories including profiles, listicles and articles on culture-related news in Black American businesses highlighting food news across lifestyle and entrepreneurship using SEO practices.

NEWS BRIEF WRITER**05/2019 – 01/2020***Technomic, Inc. (freelance)**Fully Remote | Chicago, IL*

- Wrote 20-30 business news briefs per week on restaurant, food and retail in the food service industry adhering to AP style and Technomic guidelines that kept business experts informed on new business deals and financial dealings.
- Researched over 150 fast-food businesses in Canada, resulting in up-to-date and hidden insider information for Ignite, Technomic's business database.

EDUCATION**Master of Arts in Journalism (multimedia) | DePaul University****Doctor of Philosophy in Educational Policy Studies | University of Illinois at Urbana-Champaign****Master of Education in Curriculum and Instruction | University of Illinois at Urbana-Champaign****Bachelor of Arts in Japanese Studies | DePaul University**