

LAURA LANCASTER

5221 35th Ave SW • Seattle, WA

(206) 290-3516

Laura.E.Lancaster@gmail.com

WRITING

Feb 2022 to Present
Senior Staff Writer
Outdoor Life

Sept 2014 to Feb 2022
Freelance Writer

- Crafted reader-oriented buyer's guides, single product reviews, and informational pieces for *Outdoor Life* that targeted high-traffic keywords
- Wrote features and recurring columns for *Backpacker* and *Survivor's Edge* magazines
- Designed, executed, and photographed testing protocols for backpacking and camping gear, including multi-day field tests
- Created and co-wrote a weekly newsletter, "The Gear Shakedown"
- Presented at industry conferences, on podcasts, and for YouTube
- Category manager for *Backpacker's* biannual gear guide
- Content writing in outdoor blogs including MSR, Gregory, and Osprey

COMMUNICATIONS

Sept 2014 to Feb 2022
Editorial Manager
Moss Adams LLP

- Content development for senior leadership, including combination memos, performance reviews, a DEI plan, and a five-year strategic plan
- Provided ongoing training for consultants on report writing
- Mentorship and quality assurance for a team of eight editors

EDITING

Sept 2014 to Present
Freelance Editor

June 2013 to April 2014
Junior Managing Editor
Harris Publications

Nov 2008 to June 2013
Associate Editor
St. Martin's Press

Nov 2008 to June 2013
Assistant Editor
Oxford University Press

- Freelance developmental editing, copyediting, and proofreading
- Edited articles for and laid out Harris Publications' *Personal and Home Defense* magazine
- Worked with first-time authors at St. Martin's Press to build out manuscript outlines and development edit initial drafts

PROJECT MANAGEMENT

- Served as the interim editor for two lists covering current events, politics, economics, science, politics, religion, and the environment
- Shepherded over fifty manuscripts a year through the publication process, from initial proposal to completed book
- Resourced artwork from in-house image libraries, stock photography resources, and freelance photographers
- Developed category positioning, including crafting attention-grabbing titles and marketing copy
- Collaborated with and presented to internal stakeholders, including art directors, marketing managers, publicists, and account managers