

LAURA LANCASTER

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Expertise and Skills:

- **Freelance writing**, with an emphasis on the outdoors
- **Editing**, including development editing, line editing, copyediting, and proofreading
- **Content development** for print and online platforms
- **Expert backpacker**, able to travel through backcountry settings ranging from deserts to rainforests while practicing Leave No Trace principles
- **Multiple thru-hikes**, including the Pacific Crest Trail, Colorado Trail, Pacific Northwest Trail (section hikes), Appalachian Trail (section hikes), Wonderland Trail, and Timberline Trail
- **Desktop publishing programs**, such as InDesign and Photoshop
- **Microsoft Office tools** (Word, Excel, PowerPoint) on both Apple and PC platforms
- **Content management software**, including PFX, TMM, Atlas, and ABC programs

Education:

B.A., Literature
University of Washington
Graduated in May 2006,
magna cum laude

WORK EXPERIENCE AND ACHIEVEMENTS

Freelance Outdoor Writer and Editor | Seattle, WA | 9/14-Present

- Articles for *Backpacker*, *RootsRated*, *Survivor's Edge*, *American Survival Guide*, and *The Summit Register*, including Wild Woman, a woman's-focused outdoors column
- Featured in the book *Hidden Gems: 100 Greatest Undiscovered Hikes Across America*
- Online outdoor product copywriting for prominent national retailer
- Development editing and copyediting services for Mountaineers Books and Girl Friday Productions

Thru-Hiker | Pacific Crest Trail | Campo, CA to Manning Park, Canada | 4/14-9/14

- Navigated 2,668 miles from the U.S.-Mexico border to the U.S.-Canada border, passing through California, Oregon, Washington State, 25 National Forests, and 7 National Parks
- Coordinated 26 resupply packages of food and gear to remote locations over five months

Junior Managing Editor | Harris Publications | New York, NY | 6/13-4/14

- Oversaw *Personal and Home Defense*, a quarterly magazine with 60,000+ copy distribution, including managing writers and photographers
- Shaped the editorial voice of existing brands, and developed category positioning for new products in conjunction with marketing
- Wrote eye-catching headlines, decks, article summaries, and new product sections for print and digital platforms, including *American Frontiersman* and *The New Pioneer*
- Assigned and edited lifestyle features, how-to departments, and news-focused sidebars from freelance writers
- Selected photography for articles utilizing both in-house image libraries, stock photography resources, and assigning original work to freelance photographers
- Collaborated with art directors to create targeted packages for nation-wide retail sale
- Represented the Harris brand at industry conferences, developing contacts with potential clients, and assessing how best to position properties within a crowded market

Assistant Editor | Palgrave Macmillan | New York, NY | 11/08-6/13

- Acted as the interim book editor for five months for two lists covering current events, politics, economics, science, and environmental topics
- Kept abreast and informed on a broad scope of topics relevant to the team's acquisition priorities, researching environmental issues and progressive leaders, attending Global Left Forum, and meeting with prospective authors to discuss book ideas
- Generated attention-grabbing titles, crafted compelling copy, and collaborated with art directors on conceptual design
- Identified writers and subject matter for acquisition, including *Nonbeliever Nation*, *The Million Death Quake*, and *Imagine There's No Heaven*, which was positively reviewed by Adam Gopnik in *The New Yorker*
- Project managed 50+ books per year, from initial proposal to completed project, including tracking deadlines, managing art programs, and working with authors to shape content
- Participated in weekly editorial meetings, presenting new projects to senior management and brainstorming original concepts to pursue

Assistant Editor | Oxford University Press | New York, NY | 12/06-11/08

Editorial Intern | Sasquatch Books | Seattle, WA | 2/05-4/05

Editorial Intern | The Mountaineers Books | Seattle, WA | 6/04-9/04

Additional information and writing samples available at LauraLancaster.net