

LAURA LANCASTER

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EXPERTISE AND SKILLS

- **Feature and department 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, Colorado, Pacific Northwest (sections), Appalachian (sections), Oregon Coast (sections), Wonderland, and Timberline Trails
- **Microsoft Office tools**, including Word, Excel, and PowerPoint, on both Apple and PC computers
- **Content management software**, including PFX, TMM, Atlas, and ABC programs

EDUCATION

BA, English Literature
University of Washington
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 women'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 for Mountaineers Books and Girl Friday Productions

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

- Navigated 2,668 miles from the US-Mexico border to the US-Canada border, passing through twenty-five national forests, seven national parks, and California, Oregon, and Washington States
- Coordinated twenty-six resupply packages 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, 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 using in-house image libraries, stock photography resources, and freelance photographers
- Collaborated with art directors to create targeted packages for nationwide retail sale
- Represented the Harris brand at industry conferences, developing contacts with potential clients and assessing how to position properties within a crowded market

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

- Acted as the interim book editor over five months for two lists covering current events, politics, economics, science, and the environment
- Kept abreast and informed on a broad scope of topics relevant to the team's acquisition priorities, researching environmental issues and progressive leaders, attending the 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 book cover 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 over fifty manuscripts a year, from initial proposal to completed book, 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

Additional information and writing samples available at LauraLancaster.net