

KIRSTEN FERGUSON

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Professional Profile

Editor, lead writer and communications specialist with two decades of experience in writing and producing compelling pieces for local, regional and national markets. Experience includes the comprehensive management of writing projects from conception, research, writing and editing – through to printing, production and distribution of materials.

Experience

- 1994 – Present **Freelance Editor / Writer** Saratoga Springs, NY
Write, edit and proofread topical and well-composed feature and cover stories, profiles and reviews for select regional publications. Contributing writer to *Metroland* newsweekly, *Saratoga Living* magazine and *Nippertown.com*.
- Provide writing and editing assistance to nonprofits and corporations on projects including grant proposals, campaign support materials, web content, magazine articles, case studies, reports and publications. Clients include *Ocean Conservancy*, the *Land Trust Alliance*, the *Patient Experience Project*, *American Farmland Trust* and *Innovative Resources Group*.
- 1998 – 2012 **American Farmland Trust** Washington, DC & Saratoga Springs, NY
Lead Writer / Editor
Wrote and edited *American Farmland*, award-winning membership magazine. Responsible for production of publications, marketing collateral and website content. Reviewed other content for messaging consistency and style. Managed project budgets and relationships with outside vendors, freelance writers, designers, photographers and illustrators. Cost reduction efforts trimmed budget by 25% and maintained same publishing cycle.
- Communications Coordinator** Saratoga Springs, NY
Composed dynamic articles and publications; wrote press releases and reports for New York office of national conservation organization.
- 1993 – 1994 **TV Data** Glens Falls, NY
Editor
Wrote copy for television program descriptions, appearing in national newspaper market. Reviewed television shows.

Education

B.A., English – Graduated Phi Beta Kappa
Vassar College

Poughkeepsie, NY

New York State Writers Institute
Skidmore College

Saratoga Springs, NY

International Study Program
University of Copenhagen

Copenhagen, Denmark

Skills

Ability to work on deadlines in fast-paced setting. Enjoy both autonomous and team work. Delivery of projects on time and on budget. A facile learner of industry-specific language, with ability to adjust copy to readership.