

CHERYL M. LOCK

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EDITORIAL EXPERIENCE

MULTIPLE MEDIA OUTLETS

Freelance writer/editor and syndication/SEO specialist: October 2012 - present

- Held monthly freelance contracts as the following: A personal finance blogger and syndication specialist for MagnifyMoney.com, Savings.com and GoGirl Finance; an SEO writer for Pet360; a group editor for Studio One, working on multiple properties (to include international clients in Australia and Europe)
- Provided content and/or advertorials for corporate clients including Chase, Voya, First Republic, John Hancock, Ameriprise, H&R Block, Proctor & Gamble, Luxottica, U.S. Cellular and the National Sleep Foundation, among others
- Additional work during this time has appeared in/on: *Parents*, *Weight Watchers*, *Runner's World*, *American Baby*, *Woman's Day*, *Ladies' Home Journal*, *More*, *Choices* (Scholastic), *Learnvest* and *Mashable*
- Writing has been syndicated to dozens of publications including *NBC News*, *MarketWatch*, *Newsweek*, *The Week*, *Forbes*, *Business Insider*, *The Huffington Post*, *Fox Business*, *AOL Jobs* and *Daily Finance*, among others

LEARNVEST.COM, New York, NY

Editor/LV Moms: August 2011 – October 2012

- Launched inaugural LV Moms vertical, to include pitching ideas, creating calendar and writing and/or editing all content for daily newsletter and blog
- Published pieces have been syndicated on *The Huffington Post*, *Yahoo! Shine*, *Business Insider*, *Forbes* and *Main St.*
- Wrote content for and developed interactive tools for 10-day Baby On Board Bootcamp financial newsletter
- Interpreted SEO and user engagement metrics to inform content direction
- Created marketing methods to drive user engagement and sign-ups to include designing contests, creating surveys and re-evaluating the design and frequency of the daily email format
- Worked to foster all syndication and cross-content relationships (most notably with *Parents*, *Lilsugar* and *Savings.com*)
- Voice behind LV Moms Twitter account, as well as the talent for LV Moms in multi-media situations

PARENTS, New York, NY

Assistant Editor: July 2010 – August 2011

Editorial assistant: October 2008 – July 2010

- Edited and/or wrote the As They Grow Age 7-8 story and Money column every month
- Wrote the Table of Contents and the As They Grow Front page
- Pitched/wrote/and edited food stories, travel and MOB features, and FOB items
- Wrote the Age-by-Age Guide content for the tablet edition of the magazine
- Wrote a weekly Toddler/Big Kid newsletter for subscribers
- As editorial assistant I edited the back page (Baby Bloopers) and the letters page (We Hear You)

MORE, New York, NY

Editorial assistant: August 2007 – October 2008

Editorial internship: April 2007 – August 2007

- Wrote stories for FOB culture section and book reviews for *More.com*
- Fact-checked every month for book reviews, FOB features, travel pieces and the FOB More Now section

JANE, New York, NY

Fashion internship: January 2007 – April 2007

- Organized fashion closet, called in and returned samples and helped input fashion credits for fashion features

DAYTONA BEACH NEWS-JOURNAL, Daytona Beach, FL.

Production Assistant/Copy Editor: November 2005 – March 2006

- Copy edited for any section
- Laid out page two, stocks, obituaries and weather pages, as well as any additional pages as needed

PALATKA DAILY NEWS, Palatka, FL.

Reporter: October 2005 – November 2005

- Wrote up to three articles per day about business, entertainment, local government and events

EDUCATION

James Madison University, Harrisonburg, VA: May 2005

B.S., School of Media Arts & Design, Major: Journalism, Minors: Biology, American Studies