

# FLORENCE BYRD

**Seasoned writer and editor with 10+ years of experience writing and editing for consumer websites, e-commerce websites, newspapers and digital agencies.**

San Francisco, CA 94117

678.596.0808

[FlorrieByrd@gmail.com](mailto:FlorrieByrd@gmail.com)

[LinkedIn Profile](#)

[Portfolio](#)

## CAREER SUMMARY

Dependable writer and editor with over a decade of experience writing for consumer websites such as WebMD and CitySearch. Possess substantial experience working in an agency setting, crafting creative copy for websites, ad campaigns, email communications, packaging and social media. Highly organized and proficient at juggling and prioritizing multiple projects. Thrive on a deadline, working best in collaborative environments.

## WRITING & EDITING EXPERIENCE

*WebMD* | Atlanta, GA and San Francisco, CA

*Feb 2004 - Present*

**Writer and Editor (freelance)** | Aug 2009 - Present

- Write a variety of wellness- and condition-oriented e-newsletters, including Women's Health, which reaches **1.3MM subscribers daily**
- Author features, medical reference, quizzes and slideshows
- Provide editing expertise for health and wellness verticals

**Programming Manager** | Feb 2004 - Mar 2008

- Programmed daily content for WebMD's homepage, which is viewed by **74MM unique visitors each month**
- Collaborated with designers and product managers to program compelling and timely content that met traffic goals and drove CTR
- Developed and managed the monthly features calendar, assigning stories to freelancers, line editing, and consistently meeting or exceeding PV goals

*Florence Byrd Consulting* | Atlanta, GA and San Francisco, CA

*Jun 2009 - Present*

**Freelance Copywriter and Blogger**

- Write blog posts, articles, ad copy and social media copy for health- and wellness-oriented startups including Molekule and Tuck Sleep
- Contract copywriter for Atlanta-based digital agencies VML and Sol Design, concepting and writing creative copy for campaigns including **Kimberly-Clark**, **Coca-Cola** and **Emory Healthcare**

## ADDITIONAL EXPERIENCE

**Freelance Restaurant Critic** | *Creative Loafing* | Atlanta, GA

*Jul 2004 - Nov 2006*

**City Editor** | *CitySearch.com* | Atlanta, GA |

*Nov 2000 - Jan 2004*

## EDUCATION

**Bachelor of Arts in Comparative Literature, Minor in Italian** | Vanderbilt University