

# ANNA FIALHO BYERS

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## QUALIFICATIONS

- More than 15 years of experience writing, assigning, editing, and developing content for a range of print publications and digital platforms, including a monthly magazine with a readership of 1.6 million per issue

## SPECIALIZED SKILLS

- Writing, editing, proofreading, social media, meeting deadlines, generating creative story content for all platforms, coordinating/overseeing photo shoots, project management, budgeting
- Proficient in AP/MLA editing styles, Office 365, SmartConnection, Adobe InCopy/InDesign/Photoshop, Google Analytics, Chartbeat, Social Flow, SEO best practices, CMS systems

## PROFESSIONAL EXPERIENCE

### **Director of Strategic Content, Medium Giant, formerly Belo+Company (January 2021-present)**

- Oversee content fulfillment for all agency clients, including websites, microsites, landing pages, blogs, email, social media, and non-technical search engine optimization (SEO)
- Oversee advertising-driven content for *The Dallas Morning News* owned media properties, including print and digital special sections, hybrid products such as FWD>DFW and Abode, native advertising, and any other editorial/sponsored content created outside of the newsroom
- Concept and execute new, content-driven advertising products for *The Dallas Morning News* owned media properties
- Collaborate with content strategy, search engine optimization (SEO), user experience (UX), creative, web development, and account services teams
- Identify areas for process improvement and efficiencies

### **Freelance Editor and Writer, various publications (2012-present)**

- *Land Report, D Home, D Weddings, Robb Report Home & Style, PaperCity, Leverage Global Partners, D Custom Publishing, Briggs Freeman Sotheby's International Realty*

### **Managing Editor, Ansira (July 2017-January 2021)**

- Collaborated with content marketing director and other departments including creative, social, user experience, and search; devised and executed creative approaches to engage multiple clients' target audiences through content
- Content ideation for multiple client blogs, websites, email campaigns, and more; oversaw photo shoots; maintained and established editorial calendars
- Translated creative direction and copy points from creative briefs into engaging and effective content concepts; managed and assigned work to an extensive network of freelance writers
- Wrote and edited copy for multiple client's, including Rent-a-Center, FedEx, and Domino's; managed paperwork, deadlines, and meetings

### **Managing Editor, CultureMap Dallas (May 2016-July 2017)**

- Managed local editorial calendar, oversaw invoices and budget
- Generated ideas and assigned stories to staff writers, freelancers, and photographers; edited all incoming articles for content and style; wrote stories as needed; procured, cropped, and uploaded photos to the CMS
- Built home pages and daily emails, managed and monitored editorial social media posts, and tracked online traffic
- Represented CultureMap at editorial and social events

### **Managing Editor, *FD* and *FD House*, *The Dallas Morning News* (January 2015-February 2016)**

- Assigned, edited, and wrote features, departments, and front of book stories; proofed final layouts and read dummy book and corrections
- Sourced imagery, scouted locations, and pulled product for/arranged photo shoots
- Attended events, oversaw editorial and art budget, set/enforced deadlines, and maintained production calendar

**Editor in Chief, *Celebrated Living* (April 2014-January 2015)**

- Served as creative lead for a quarterly luxury travel and lifestyle magazine
- Developed story lineup, coordinated celebrity cover stories, top-edited all content, proofed final layouts, wrote cover blurbs and headlines, read match prints and dummy book, and managed the editorial budget
- Provided photo and design direction, sourcing and editing images and pulling product for/overseeing photo shoots

**Senior Editor, *American Way* (2009-January 2015)**

- Assigned, edited, and wrote cover stories and features; generated and edited content for front of book
- Wrote headlines, subheads, and story captions; pulled product for/oversaw photo shoots
- Managed a stable of 30-plus writers, negotiated fees, and handled contracts; participated in promotional blogging, tweeting, and other social networking
- Special projects included writing/producing the annual holiday gift guide and the annual Road Warrior issue

**Associate Editor, *American Way* (2003-2009)****Assistant Editor, *American Way/Celebrated Living* (2000-2003)****Communications Assistant, Grapevine/Colleyville ISD (1998-2000)****AWARDS**

- 2022 Marcom Gold Award, Digital Media (Website, Tourism), Explore Sauk County (Content Editor)
- 2022 Marcom Honorable Mention Award, Digital Media (Website, Tourism), Visit Ulster County (Content Editor)
- 2015 Society for Features Journalism Excellence-in-Features Award, Best Niche Product, *FD*
- 2015 Apex Award of Excellence, *Celebrated Living* (Winter 2014)
- 2015 WPA Maggie Award, Best Quarterly Magazine, *Celebrated Living* (Winter 2014)
- 2015 WPA Maggie Award, Most Improved Publication, *Celebrated Living* (Winter 2014)
- 2006 WPA Maggie Award, First Place, Best Interview or Profile: “You Ever Heard of Sydney Frank?” by Joe Guinto (Editor)
- 2006 Lowell Thomas Silver Award, Environmental Tourism: “Galapagos Endangered” by Ken McAlpine (Editor)
- 1999 Gold Star Award, Texas School Public Relations Association (TSPRA)
- 1999 Award of Excellence, National School of Public Relations Association (NSPRA)

**EDUCATION**

Bachelor of Arts in English Literature, Texas Christian University (1994-1998)