

MELISSA BIGNER

WRITER EDITOR PRODUCER PHOTO STYLIST

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Charleston Weddings magazine (Charleston, SC)

Editor, 2007-present

Bi-annual magazine with website component for brides marrying in the South Carolina Lowcountry.

- Devise print and Web content; style, edit, and write stories; manage art, editorial, and production teams.
- Participate in marketing initiatives, ad campaigns, and events.
- Direct budget (cut to one-third of original, while still growing the magazine).
- Represent brand at in-town events, like *Charleston Weddings'* Spring Bridal Show during Charleston Fashion Week; promote brand on television and otherwise.
- Noteables: Slashed budget to one-half of original without adversely affecting revenues; 94 percent sell-through rate on newsstands

Charleston (Charleston, SC)

Senior Editor, 2007-present

- Write, edit, and consult for monthly title
- Represent magazine at area events

Charleston Home (Charleston, SC)

Senior Editor, 2007-present

- Write, edit, and consult for bi-annual title
- Represent magazine at area events

Freelancer (Charleston, SC)

Editor, Writer, Photostylist, & Scout, 2001-present

- [Click here](#) for a complete list of published work
- Note: I freelanced full-time from 2001-2007, then switched to a half-year freelancing and a half-year heading *Charleston Weddings* magazine thereafter

Homestore.com (Atlanta, GA)

Senior Editor, 2000-01

- Oversaw freelance teams to create content for lifestyle channels for this site representing Realtor.com's homebuying how-to and lifestyle content
- Developed projects for partner AOL to drive traffic to site
- Noteables: Then-named Homestore.com was one of the country's top 50 most trafficked sites and move.com still gets nine million visitors monthly. My projects saw a 200 to 2,000 percent increase of page views based on the same time, same sections the year prior, before I came onboard.

Custom Publishing Division, Southern Progress Corporation (Birmingham, AL)

Associate Editor, 2000

- Worked with clients like BellSouth, PharMor, Saks, Inc., and more to create custom published pieces for their customers

Weight Watchers magazine (Birmingham, AL)**Fashion and Beauty Editor, 1998-99**

- Devised fashion and beauty print content; styled, edited, and wrote stories; managed art, editorial, and production teams.
- Participated in marketing initiatives, ad campaigns, and events.
- Directed departmental editorial budget (cut to one-third of original, while still growing the magazine).
- Represented brand New York's Fashion Week; promoted brand on television and otherwise.

Southern Accents magazine (Birmingham, AL)**Entertaining and Market Editor, 1998**

- Devised print content; styled, edited, and wrote stories; managed art, editorial, and production teams.
- Represented brand at furniture and tabletop markets

Southern Living magazine (Birmingham, AL)**Assistant Features Editor, 1993-98**

- Wrote feature and travel stories for Southern Living
- Oversaw monthly insert magazine: *Carolina Living: People & Places*
- Coordinated monthly book reviews
- Acted as primary reader on freelance essay column

Internships

- *Chicago* magazine, fall-winter 1992
- *Southern Living* magazine, summer 1992
- *The Independent Weekly*, summer 1991

Education

Northwestern University (Evanston, IL)
Bachelor of Science in Journalism, 1993

American Society of Magazine Editors Editorial College (New York, NY)
Graduate, 1996

(The inaugural "mini-college" program of intense, hands-on content generation seminars lead by who's who in national publishing; by invitation and application only. Recently changed name to The Association of Magazine Media.)