



# MEYLA BIANCO JOHNSTON

WRITER & EDITOR  
MEYLABIANCOJOHNSTON@GMAIL.COM

## OBJECTIVE

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To secure a writing, editing or proofreading position in an organization where dedication to quality and innovation is rewarded.

## SKILLS

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- Strategic thinking when composing, proofreading and editing
- Proven ability to bring projects to successful completion
- Consistent attention to detail
- High level of responsibility and discipline
- Self-motivated and inventive
- Wide range of interests

## EXPERIENCE

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### **FREELANCE WRITER & EDITOR • TURN OF PHRASE WRITING & EDITING JANUARY 2018 – PRESENT | SANDPOINT, IDAHO**

Create an average of 15,000 words content quarterly for *Alpacas Magazine*, an international alpaca publication. Manage contributors, high resolution photos for print, mailing lists and copyright releases. Research and assess contributor articles for quality and match with publication's goals. Act as Editor's proxy. Backup proofreading. Simultaneously service other clients and projects in various industries from fine homebuilding to stainless steel tank manufacture to memorial monuments. Kindhumans, Princess Cruises, Hearst, Vail Health, InBloom Marketing.

### **WRITER • EDITOR • PROOFREADER | SELLE DESIGN GROUP 2005 – PRESENT | SANDPOINT, IDAHO**

Create content for online and print applications. Write web site copy, search engine optimized copy, write e-mail campaign copy, blogs, brochures and other advertising materials. Work with customers to arrive at the exact message they're trying to convey. Heavy proofreading.

### **EDITOR IN CHIEF 2017-2018 ALPACA CULTURE COPY EDITOR 2012-2017 ALPACA CULTURE | SANDPOINT, IDAHO**

Created an average of 15,000 words content quarterly for *Alpaca Culture* magazine. Managed contributors, high resolution photos for print and all customer service correspondence. Created, grew and refined customer service database, mailing lists and all social media channels. Traveled internationally for stories. Researched and assessed contributor articles for quality and match with publication's goals. Extensive proofreading.

### **WEB WRITER | COLDWATER CREEK 1999-2004 | SANDPOINT, IDAHO**

Wrote, edited and proofread online and print copy. This included high-end jewelry copy for the Gallery collection. Duties included technical product copy, creative product copy, affiliate advertising writing, marketing e-mails, online updates and proofreading.



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## **EDITOR | BUSINESS WIRE 1997-8 WEST HOLLYWOOD, CALIFORNIA**

Edited “cold” articles using AP style and Business Wire format and electronically coded them for regional electronic dissemination. Worked in live newsroom atmosphere under 20-minute maximum deadline.

## **EDUCATION**

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### **B.A. ENGLISH • 1995 • UNIVERSITY OF IDAHO**

Pre-professional emphasis with related topics in visual arts.

### **PROFICIENCIES**

Word, Excel, Joomla, Wordpress, familiarity with Photoshop and InDesign, Wrike, Zoho. Comfortable with Mac and PC operating systems. Familiar with and comfortable in an online environment. *References available upon request.*