





Carly Price

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Content Strategy Writing & Editing Project Management

Providing a full range of freelance content services:

- Content Development & Strategy
- Marketing & Promotional Copywriting
- Editorial Planning
- Corporate Messaging
- Product & Vendor Storytelling
- Brand Standards & Compliance
- Slogans & Taglines
- Website Content
- Editing & Proofreading

Long-term clients have included corporations, nonprofit organizations, custom publishers, national and regional trade and consumer magazines with emphasis on food, travel, education, technology, and media trends.

Custom Publishers

VNU Business Publications • Magnolia Media Group • Journal Communications • PRISM Media Group • D Magazine Partners

Magazines

Cooking Light • *Southern Living* • *PetLife* • *Lowe's Creative Ideas* • *Omni Hotels Escapes* • *House & Home* • *Impressions* • *Texas Vacations* • *California Technology* • *Texas Technology* • *Texas Medicine* • *Texas Realtor* • *UTD Network* alumni magazine

Education

[The University of Texas at Austin](#)
Bachelor of Journalism (Magazine Focus)
[Nielsen Norman Group](#)
UX Research Certification (3/5 courses)

Community Service

[Girl Scouts of Central Texas](#)
Volunteer/Troop Leader since 2012

Texas Education Agency (TEA) [Content Strategist \(Information Specialist V\)](#)

December 2019 – February 2022

Joined TEA to support the launch of a new creative services team. Provided content strategy and marketing expertise for TEA programs and strategic initiatives, including Texas Resource Review, Reading Academies, and Texas ACE. Built relationships with program leaders to help them more effectively leverage communication channels and engage audiences/end users. Developed our team's Agile-based project management system, customized sprint planning tools, and performance management dashboards, resulting in 98% of deliverables on time and 96% of sprint goals met.

Whole Kids Foundation [Writer/Editor](#)

June 2011 – December 2019 (contract)

Developed content for Whole Kids Foundation, a nonprofit established by Whole Foods Market, including newsletters, blog posts, website content, and fundraising campaign materials. Developed nutrition education for Whole Kids Foundation and partners.

Whole Foods Market [Marketing Copywriter/Editor](#)

June 2006 – May 2018 (contract)

Collaborated with global and regional marketing teams for 12 years on a contract basis. Developed content to educate, delight, and engage key target groups and effectively communicate quality standards and core values through ongoing marketing programs and campaigns. Reviewed copy for compliance with Whole Foods Market messaging and brand standards, USDA organic standards, and third-party certifications (e.g., Non-GMO Project, Whole Trade, Marine Stewardship Council). Developed vendor and product storytelling content (including a library of 200+ local vendor profiles), website content, Facebook articles, brochures, newsletters, ads, signage, taglines, slogans, training materials, and more.

International News Media Association (INMA) [Editor](#)

July 2002 – July 2004 and December 2015 – December 2019 (contract)

Wrote and edited case studies, blog posts, strategic reports, and other exclusive content for INMA, an international nonprofit with members in 70+ countries. Served as managing editor for INMA Ideas blog about trends in journalism, marketing, and the media. Managed guest blog contributors. Doubled the frequency of blog posts.

BroadbandNow [Managing Editor/Content Manager](#)

March 1999 – March 2001

Managed editorial team for broadband service and content provider. Directed teams of designers, audio/video staff, and developers to generate and integrate original websites, online tools, and partner content. Increased frequency of new online content from monthly to daily. Directed build out of content publishing platform and site architecture.

Southern Living [Assistant Features Editor](#)

June 1997 – March 1999

Wrote and edited features and travel stories for *Southern Living* magazine and spin-off travel and lifestyle publications. Served as editor for *Texas Living* magazine. Developed editorial calendar, assigned stories, negotiated freelance contracts, enforced deadlines, coordinated photography, and supervised interns.