

Anna Perling

Writer | Editor | Storyteller

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Experience

Staff writer, Wirecutter/New York Times

2017 - Present

I am a writer and editor specializing in service journalism. Using the Wirecutter and New York Times brand voice, I break down technical complexities to serve our readers. I collaborate across teams to write and edit guides, posts, and newsletters. My work is syndicated on The New York Times.

Brand writer and content creator

2016- Present

I do brand writing for a range of clients. For production company Only Today, I created content from blog posts to social assets, and wrote scripts for IKEA Family and Facebook. I have written scripts and brand copy for solar companies, investment firms, and more.

Writer, Story & Heart

2016-2017

For the Academy of Storytellers online film school, I created all brand content. I wrote educational scripts, created affiliate links, and maintained the content management system. I wrote blog posts, collaborated with brands like Vimeo, and managed projects.

Editorial assistant, Wirecutter

September 2016-May 2017

While working with a 70-person remote team, I assisted with project management, website analytics, and editorial tasks. I also wrote copy for social media.

Editorial assistant, Kinfolk magazine

June 2014-September 2014

I helped produce the first issue of Kinfolk's redesign. I wrote pieces for the Culture and Home Tours sections and fact-checked for the magazine.

Editorial assistant, Saveur magazine

June 2014-September 2014

I contributed to the One Good Find column, Weekly Reading blog posts, and the Fare section of magazine.

Education

Reed College

BA in English Literature

2010-2014

My senior thesis analyzed gastronomic narratives through reader response theory.

Publications

The Kinfolk Home, 2015. "Delcy Morelos and Gabriel Sierra," p. 78-88.

Conferences and events

- **ONA 2019**, How to Get Sh** Done in a Remote Workplace and Beyond
- **New York Times Food Festival**, 2019
- **National Association of Broadcasters**, 2017
- **Reed College Gray Fund 20th Anniversary**, 2012

Skills and Abilities

- **Technical:** Airtable, Basecamp, Moz, Looker, Chartbeat, Google Drive & Sheets
- **Editorial:** Writing, Brand Writing, Content Creation, Editing, Research, Social Media
- **Other:** Event Planning, Cooking, Customer Service, Outdoor Leadership

Extracurricular

- I mentor at Girls Write Now
- I write a newsletter: www.wtfimdoing.substack.com