

ANDREW J. PRIDGEN

WRITING • EDITING • BRANDING

PROFESSIONAL SKILLS

Copywriting
Copy editing
Blogging
Fiction writing
UX/UI writing
Social media writing and strategy
Marketing writing
Web content development
SEO
Script writing
Project and personnel management
Research
Technical writing
Memoir writing
Ghost writing
Advertising writing
Writing for specific publications
Writing for niche audiences

I suggest places to eat that you've probably heard of but you pretend you haven't to spare my feelings

PERSONAL SKILLS

Trail runner
Skier
Good with mornings
Great tipper
Team leader
Listen more than tell jokes
Card counter

Always down to grab lunch at 10 a.m.

CONTACT

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SOCIAL

T: @andrewjpridgen

ABOUT

I am an award-winning, multi-disciplinary writer and editor. I began my career in newspapers and served as a reporter and editor for the East Bay Times, The Point Reyes Light, The North Lake Tahoe Bonanza, and the Nevada Appeal.

I have spent the last decade expanding my skill set to include branding, marketing, fiction, memoir, UX/UI, screenplays, scripts, advertising, blogging, technical, and SEO.

My recent editorial work has appeared in McSweeney's, Powder, Grist.org, and SISU.

MARKETING AND TECHNICAL WRITING

COPYWRITER MANAGER

Mindbody | Oct. 2017 - July 2019

- Managed team of writers and freelancers to create web, UX/UI, long-form, short-form, SEO, and advertising copy
- Active part of company's ED&I (founder), leadership, and mentorship programs
- Grew B2B and B2C brand awareness outside of wellness marketplace

SEO AND TECHNICAL WRITER

Kibo Commerce | Feb. 2011 - Aug. 2017

- Developed and implemented SEO strategy for more than 100 external e-commerce clients
- Authored guides for three merged companies. Work included creation of white papers, buyer personas, features guides, and battle cards. Researched, wrote, and presented competitive analysis

EDUCATION

BACHELOR OF ARTS, HISTORY AND JOURNALISM

University of Oregon

AWARDS

CALIFORNIA NEWSPAPER ASSOCIATION

Won more than 140 awards including outstanding newspaper, outstanding, feature story, outstanding breaking news, outstanding investigative reporting

NATIONAL NEWSPAPER ASSOCIATION

Outstanding investigative reporting award for multi-part series on pollution in Tomales Bay