

Hello

I'm Jen Winger

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Summary

Dynamic editor, project manager and content strategist with more than 10 years of experience shaping conservation narratives for modern audiences on behalf of environmental non-profits. Track record of collaborating on more than 45 *Nature Conservancy* magazine issues; masterminding enterprise initiatives for web, mobile and social; and producing award-winning digital content—including a documentary on TNC's work to restore California's kelp forests, which is up for best environmental short at the Jackson Wild Media Summit this September. Compelled to add a layer of backcountry dirt to my trail runners whenever possible. Driven by deep curiosity to tell stories about people, nature and the fascinating ways they intersect.

Experience

Editorial

JULY 2021 – PRESENT

The Nature Conservancy –*Articles Editor & Digital Lead*, *Nature Conservancy Magazine*

Provides creative and strategic leadership across channels to build engaging experiences for members and users utilizing a range of asset types.

- Assigns and edits print magazine features, departments and photo essays for quality, accuracy, editorial tone, consistency, structure and pacing.
- Generates story ideas, pitches, reports and writes across all sections of the magazine.
- Lead responsibility for the evolution of the magazine's digital properties, including **building a new workflow for magazine content on TNC's flagship social channels**.
- **Directs editors, designers, photographers and videographers in the creation of medium-appropriate content in support of the magazine's editorial and aesthetic vision.**
- **Plays a leadership role in defining how the magazine's most ambitious storytelling is atomized across TNC's global platforms** as complex content packages. Closely partners with Storytelling and Content Team channel owners, the Creative Team and other BUs to ensure work product delivery is consistent with marketing goals and strategies through the alignment of staff, vendors and team efforts.
- Manages editorial processes for digital content by drafting production and editorial calendars; oversees workflow and deadlines.
- **Supervises and grows a freelance network of writers and illustrators (up to 10 per issue) to service content and production needs** on deadline and on budget. Handles commissions with videographers to ensure shot lists and story lines are executed to make the most out of content investments.
- Covers various geographic beats (including the Western United States and California) with experience conceptualizing stories, writing and editing across myriad topics including the environment, Indigenous communities, climate change, science and conservation, with a long-term niche focus on wildlife.

AUGUST 2019 – 2021

Freelance – *Editor and Brand Communications Strategist*

Advised conservation non-profit clients on storytelling approaches across channels and ensured those efforts aligned with brand standards and institutional priorities. Created innovative content to drive traffic, promote engagement, build loyalty and grow audience reach.

JANUARY 2007 - JANUARY 2014

The Nature Conservancy – *Senior Digital Editor, Nature Conservancy Magazine*

Started as Assistant Editor and was promoted through several positions to Senior Digital Editor. Responsibilities overlap with current role above, plus:

- **Pioneered digital initiatives for web and mobile**, including the design and build of the **Folio-award-nominated magazine.nature.org**, and the **launch and serial publication of the digital edition app for iPad**, which topped iTunes Newsstand's **Outdoors & Nature category** and was a medal finalist for **Best Tablet App in the Society of Publication Designers' annual design competition**.
- Defined, monitored, adaptively managed digital platforms for analytics, e.g., app downloads, page views, etc.
- Developed and managed annual digital budget.

Entrepreneurial

JANUARY 2014 – JULY 2019

The Bar Method – *Owner & Consultant*

Opened and scaled a boutique fitness franchise by providing marketing communications leadership that more than tripled membership in 12 months and drove year-over-year revenue growth up to 108%.

- Directed content strategy across platforms, including writing and editing copy for website, social media, email, advertising, ecommerce, press kits and event collateral for industry expos.
- **Allocated an average revenue budget of \$550K**, and adaptively managed B2C brand marketing initiatives for new client acquisition, conversion and retention.
- **Recruited, hired, trained and professionally developed a team of 20 employees**, including a three-person management team focused on marketing, communications and sales.
- Sold brick and mortar business for 60% ROI and consulted on a national level for Bar Method franchisees, advising clients on business strategies and executing brand storytelling across channels.
- Selected from more than 250 studio owners to serve on The Bar Method brand refresh task force; established a singular point of view across all customer touch points.

Education

University of Colorado, Boulder – *Master's Degree*

Journalism & Mass Communications (Print & Broadcast w/ Environmental Certificate)

University of Virginia, Charlottesville – *Bachelor's Degree*

English Language & Literature and Spanish

Skills

Acrobat Pro; Adobe Photoshop; AP Style; Asana; Constant Contact; Dropbox; Facebook Ads Manager; Final Cut Pro; G-Suite; InCopy; InDesign; Instagram; Keynote; Khoros; Mac OS; Microsoft Teams; MS Office; Slack; Proficient in Spanish.