

Teddy Willson

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EXPERIENCE

CoStar Group, Homes.com

Copywriter

January 2024 - Present

- Kickoff and strategize new editorial initiative to cover thousands of residential buildings in NYC
- Write and edit 3 features per week, averaging 2,000-3,000 words and covering architecture and interior design; write scripts and coordinate with photo and video teams
- Lead workflow operations by integrating new software in a start-up environment

Real Simple Magazine

Assistant Editor

March 2022 - December 2023

- Boost reader engagement by pitching, reporting, and writing 4-6 home columns on tight deadlines
- Produce commerce-focused content by sourcing and building relationships with over 250 brands
- Grow the brand's largest tentpole, the Real Simple Show Home, by creating cross-platform content (print, digital, marketing, social, and video), resulting in 2 billion impressions

Editorial Assistant

April 2021 - February 2022

- Manage \$180,000 budget, coordinate contracts with freelancers, and process invoices
- Liaise with senior and executive leadership to effectively manage over 100 team members
- Balance 3 roles during transitional period by remaining organized, diligent, and communicative

Luxe Interiors + Design Magazine

Writer, Native Content

March 2021 - January 2023

- Write copy (from 200-word bios to 3,000-word features) to support content marketing initiatives for luxury shelter clients like interior designers, architects, showrooms, and brands

Social Media Assistant

September 2018 - August 2019

- Complete social marketing campaigns and increase brand awareness for clients by conducting market research and producing 80-150 targeted posts per quarter

Editorial Intern

June - August 2018

- Support newsroom by producing 3 articles per day in the CMS and writing front-of-book pieces

V Magazine

Digital Editorial Intern

June - August 2019

- Increase site traffic through SEO and strengthen brand identity by pitching and writing 3-5 articles per day, producing each in the CMS under tight deadlines

Wine Spectator Magazine

Digital Editorial Intern

June - August 2019

- Increase newsroom efficiency by building a database of over 2,000 images, sourcing, organizing, and tagging each photo
- Write for 2 columns, write and produce a newsletter, and create a social media calendar

EDUCATION

University of Miami | B.S.C. Journalism with minors in PR and Music Business

- GPA: 3.945
- Honors: Magna Cum Laude, Outstanding Senior in Journalism, School of Communication Honors Program, UM Foote Fellows Honors Program

SKILLS

- AP Style
- Content Management Systems (CMS)
- Adobe InCopy, InDesign, Photoshop, and Illustrator
- Microsoft Office and Google Workspace
- Copywriting and Storytelling
- Content Creation and Production
- Pitching, Researching, and Reporting
- Social, Digital, and Print Media