

LIBBY PETERSON

EXPERIENCE

The New York Times

Freelance Writer — Aug. 2019 - present

Writing stories for the A2-A3 pages of the newspaper after interviewing reporters, photographers, designers and editors on how pieces of The New York Times come together behind the scenes.

Rangefinder

Senior Editor — Jan. 2019 - Mar. 2022

Assigning and editing stories based on SEO and keyword research that relate to the photo industry—its trends, creative people, innovations in technology and global impact. Posting stories to social media and consulting with team on audience engagement strategy. Identifying new talent and contributors with goal of diversifying brand's voice and topics. Producing weekly newsletter and audience-targeted emails with new and evergreen content. Hosting webinars and speaking at brand's annual conference, WPPI, in Las Vegas. Managing industry's prestigious 30 Rising Stars of Wedding Photography competition.

Features Editor — Aug. 2015 - Jan. 2019

Pitched, assigned and edited features and columns, some of which won Folio awards. Wrote features, FOB, TOC and cover lines, and selected and secured rights to all photos. Collaborated with art director on editorial design concepts and gave final review on all pages. Packaged print-to-online content for web producer and posted stories to social channels. Reviewed portfolios, judged contests and managed 30 Rising Stars of Wedding Photography. Pitched and produced educational summit and magazine talk series for WPPI.

Associate Editor — Jan. 2014 - Aug. 2015

Pitched, reported and wrote magazine's FOB and occasional features. Copyedited, fact-checked and proofread all pages of the magazine. Selected photos to accompany stories and secured usage rights. Created and maintained house style, based on New York Times Manual of Style and Usage. Created online editorial schedule, and posted all articles to CMS and social media. Grew social media channels from hundreds to tens of thousands of followers. Pitched in on revamped content and brand identity in magazine's award-winning redesign.

SUITED

Deputy Editor — Sept. 2016 - present

Managing editorial workflow of independent culture, design, fashion, music and art magazine. Pitching ideas and assigning stories that intersect with identity, politics and global impact. Editing all profiles and features for story content, flow and grammar with writers and editors. Consulting on overall layout and final photo selections with design team and editor-in-chief. Writing table of contents, masthead, heds, deks and pull quotes. Proofreading and giving final sign-offs on every page before print. Strategizing issues topics to come, brand identity and experiential pop-up events.

Copy Editor — Sept. 2015 - Sept. 2016

Wrote profiles on independent thinkers, most notably personalities who are wary of the press. Structured editorial deadlines for biannual magazine and checked in with writers on copy. Proofread and fact-checked all articles at multiple stages before print. Managed copyediting house style, based on Chicago Manual of Style.

SKILLS

New York Times Manual of Style and Usage
Chicago Manual of Style
Photoshop
InDesign
Wordpress/CMS
SEMRush/SEO
Google Analytics
Smartsheet
Airtable
ActiveCampaign
Webinars
Social media
Later
French

SPEAKING

Conferences

WPPI, 2015 - 2022
PhotoPlus Expo, 2015 - 2017

Podcasts

The Bloom Seeker, 2020
Wedding Photo Podcast, 2018
B&H Photography Podcast, 2016

Panels

RF Talks, 2020
PhotoPlus Expo, 2018
Wix Lounge Series, 2017

EDUCATION

Indiana University

2009 - 2013
Bloomington, IN
B.A. in Journalism
Ernie Pyle School of Journalism
Specializations in Enterprise Journalism and Photojournalism
Second major in French
Hutton Honors Scholar

CONTACT

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