

Heidi Ernst

Freelance Writer

and Editor

Biography

Freelance writer and editor, Charlottesville, Va. (and previously Santa Fe, N.M.). April 2006 to present.

Have pitched and written stories for publications as diverse as *Cooking Light*, *The Lutheran*, *Presstime*, *ReadyMade* and more. Have served as copy chief, copy editor and top editor for a variety of editorial and corporate clients; see Portfolio section for details. Work with numerous in-house stylebooks; highly knowledgeable of AP and Chicago style.

For seven years was the “permalance” copy chief for Havas PR North America (while working with longtime publishing clients), collaborating with the CEO and team as editor, writer, packager, proofreader, researcher and more. Among many other projects, mastered WordPress as editorial lead on half a dozen websites, packaged and edited global reports, wordsmithed documents from three-line ad copy to major presentations, and wrote award entries, including video script writing/producing (known as the secret weapon, I created narratives that won more than 195 local, national and international honors—including for my edited products—over five years).

InStyle, New York, N.Y. August 2000 to March 2006.

Deputy Copy Chief. Copy edited and proofread stories for 2-million-circulation celebrity/fashion/beauty/lifestyle magazine. Acted as copy chief in chief’s absence, scheduled and trained all freelancers, monitored copy flow and copy editors’ deadlines, helped monitor style consistency. Also served as senior editor for “Where Can I Find ...” shopping page for three years. Proposed and wrote half a dozen short pieces.

FSB (Fortune Small Business), New York, N.Y. July 1997 to August 2000.


Copy Chief. Copy edited and proofread all stories for 1.25-million-circulation small-business magazine published by *Fortune*. Managed copy flow and close of each issue, and worked as liaison between edit, design and production. Proposed, wrote and edited stories. For first six months worked simultaneously as copy editor for *Money*.

Kiplinger’s Personal Finance, Washington, D.C. March 1995 to July 1997.

Copy Editor. Copy edited features and departments of 1-million-circulation monthly magazine, and updated and fit stories in layouts on screen. Proposed and wrote two back-page stories.

National Geographic, Washington, D.C. July 1990 to December 1993.

Assistant to Associate Editor; Illustrations Assistant. In addition to regular duties, pitched two features that were approved and published (by other writers; one was a cover story). Also was a staff editor/writer for *National Geographic Insider* in-house magazine.



“She is enormously intellectually able and capable of digesting vast quantities of information rapidly; better still, her written word is magic.”

—Marian Salzman, CEO,
Havas PR North America



“Heidi has a truly impeccable eye for both the big themes and the smallest line edits.”

—Julie Sloane, Director of
Communications, Annenberg
School for Communication

contact

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Portfolio

Go to ernstwrite.com for writing and editing samples.

Among the publications where my writing has appeared:

<i>The Chicago Reporter</i>	<i>Kiplinger's Personal Finance</i>	<i>Sunset</i>
<i>Coastal Living</i>	<i>The Lutheran</i>	<i>Teacher</i>
<i>Cooking Light</i>	<i>Preservation</i>	Time Inc. Custom Publishing (<i>Fortune</i> , <i>Money</i>)
<i>Fortune</i>	<i>Presstime</i>	<i>Trend</i> (formerly <i>Santa Fe Trend</i>)
<i>FSB (Fortune Small Business)</i>	<i>ReadyMade</i>	<i>Working Mother</i>
<i>InStyle</i>	<i>South Bend Tribune</i>	

Freelance editing clients have included:

Children's Hospital of Philadelphia	Lightbox Press	<i>Outside's Go</i>
Gladstone Media	Little Bear Press	SwivelStudios
Havas PR North America. Copy chief, 2009-16.	Lutheran World Relief	Time Inc. Custom Publishing (<i>Fortune</i> , <i>Money</i> , <i>Sports Illustrated</i> , <i>Time</i>)
<i>InStyle</i>	National Geographic Books	Time Inc. Home Entertainment
<i>Interview</i>	New York University School of Law	<i>Trend</i> (formerly <i>Santa Fe Trend</i>). Copy chief, 2006-09.
iVillage	OpenTable	
Kiplinger's Custom Publishing	<i>Outside Buyer's Guide</i>	

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Education

Northwestern University, Medill School of Journalism, Evanston, Ill. MSJ in Magazine Publishing, December 1994.
Editor, Medill magazine project. Intern, *The Chicago Reporter*.

Lenoir-Rhyne College, Hickory, N.C.
BA in Communication, May 1988, cum laude. Dean's List and Lineberger Scholar.

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“I recommend her as highly as one possibly can for her talents and her temperament, as well as the way she always raises the level of any project she is working on.”

—Ellen Berkovitch, Former Editor, *Santa Fe Trend*

“Just hire her.”

—Hank Gilman, Former Editor, *FSB (Fortune Small Business)*