

# Teri Dunn Chace

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## Profile

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Broadly experienced writer and editor--magazines, book publishing, direct-marketing (catalog, ads, packaging, website content). Demonstrated ability to quarterback entire projects and publications; a team player. Personable, creative, responsive, thorough, and organized.

## Skills

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### Copywriting

Award-winning copywriter for consumer catalogs (B-to-C) and wholesale catalogs (B-to-B). Past employers and clients include: Jackson & Perkins, Burpee, Dutch Gardens, Gardener's Supply Company, Gardener's Eden/Brookstone Company, Village Candles, and PetEdge. Mentored/trained and supervised temporary and new-hire copywriters.

### Writing

Author of 30+ consumer books (primarily gardening/horticulture/environment; one cookbook). Author of numerous consumer-magazine articles, blog entries.

### Editing/Publishing

Three decades of experience as magazine and book editor, on staff and as a consultant. Also, Columnist; Blogger; SIP (Special Interest Publication) Editor. In addition to writing and editing, skills range from issue planning, to supervision of and liaison with freelancers and designers, to photo research, to proofreading.

## Highlights of Work Experience

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### 2011-present

#### Timber Press, Portland, OR

#### book author and editor under contract

- Research, write, photo-research consumer titles. Meet all deadlines; write captions, compile index; work closely with publisher's staff on proofing and production.
- Recent titles: Seeing Flowers: Discover the Hidden Life of Flowers\*+; The Anxious Gardener's Book of Answers; How to Eradicate Invasive Plants+. \* #1 gardening title on amazon.com in 2013 holiday season + both titles named a "Best Book of 2013" by amazon.com editors
- Due in August 2015: Seeing Seeds: Adventures in the Strange Land of Seeds, Seedheads, Pods, and Fruits.
- Editor of The Plant Lover's Guide to Sedums (2014) and Homegrown Berries (2015).

### 2013-present

#### speaker

- Deliver talks related to published works, with and without accompanying Powerpoint presentation. Take audience questions, sign books.
- Keynote Speaker for Capitol District Master Gardener's Annual Garden Day, Albany, NY. Additional venues/clients include: Polly Hill Arboretum, Martha's Vineyard, MA; Penn State, Malvern, PA; Northshire Bookstore Author Series, Saratoga Springs, NY; Berkshire Garden Center, Stockbridge, MA; Horticultural Alliance of the Hamptons, Bridgehampton, NY.

### 1993-present

#### Roadside Magazine and RoadsideOnline.com

#### Editor, writer, blogger, assist with production

- Small travel & lifestyle 'zine—and later, interactive website—that celebrates roadside Americana, including diners and other independently owned restaurants (recipes/local food specialties highlighted), restored/historic attractions, theaters, Main Street shops, and other unique and local businesses.
- "Travels with Teri" blog. Past entries include "Friday Night Fish Fry," "Don't Walk: What's Wrong with Suburbia," "Pie, Oh My," "They Do it Differently in Quebec: Depaneurs"

### 2011-2012

#### Birds & Blooms magazine (Reader's Digest Association), Greendale, WI

#### freelance blogger, Northeast Region

- Researched, wrote, photo-researched, and uploaded 3 blog entries per week.

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## 2006-2009

### **PetEdge, Inc., Beverly, MA Senior Copywriter**

- Lead writer for B-to-B company serving the pet-care, pet-supply industry. B-to-C copy for private-label products.
- Feature-benefit copy for print catalog, package inserts, special promotions, as well as website; tracking of department workflow; PR; print and web ad campaigns; focus groups/trade-show materials.
- Managed a team of three copywriters and trained/supervised seasonal freelancers.

## 1995-1996

### **Jackson & Perkins Co./Bear Creek Direct, Medford, OR Senior Copywriter**

- Wrote direct-marketing, feature-benefit copy for the in-house advertising agency. This position is the company's primary sales voice, responsible for the style, tone, and effectiveness of some 800 promotional pages per year, including solo mailings, catalogs, sales letters, garden instructions, and internet copy and campaigns. Coordinated strategies with the merchandizing and art departments; advised and helped train merchandizers.
- First time in company's history that a writer was also a horticulturist!
- Won Catalog Age Gold Award for copy. Won internal Outstanding Performance Award.

## 1987-1995, Horticulture Magazine, Boston, MA

### **Associate Editor**

- Edited feature articles and monthly columns. Worked closely with art department on development of appropriate and accurate artwork. Wrote headlines and captions, reviewed manuscripts and queries; chaired query-review meetings and brainstorming sessions; answered reader correspondence. Proofreading, planning.
- Extensive knowledge of/contacts in the mail-order seed and nursery industry. Attended meetings/trade shows, tours, conferences, lunches, etc. on magazine's behalf.

## ○ Education

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### **Bard College, Annandale, NY**

BA Languages & Literature, major/American Lit; minor/environmental studies

### **Harvard University Extension School, Cambridge, MA**

courses in Botany (Wildflowers, Aquatic Plants, Trees), Insect Biology, Social Ethology

### **Mohawk Valley Community College, Utica, NY**

200-level courses in: History of New York State; British Literature

## ○ Professional Memberships/Affiliations

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Main Street First, Garden Writers of America, New England Botanical Club, New England Wild Flower Society, Audubon Society, Little Falls Community Garden, Cape Ann Vernal Pond Team

## ○ More

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**Please visit website for complete list** of books and other publications, writing samples, work experiences, achievements: [terichacewriter.com](http://terichacewriter.com)

**References** Written ones available upon request. Otherwise, please visit LinkedIn profile under Teri Dunn Chace.

**Hobbies/Interests** include gardening, hiking; letterboxing; travel; cooking, grilling, canning, baking; reading magazines and novels; music of all kinds. Enjoy Americana: minor-league baseball, railroads and their lore, visiting diners. Conversational French, Spanish.

**Personal** Married, two grown children, one good dog, in excellent health.