

Teri Chace

537 Garden St., Little Falls, NY 13365 • 978.317.2357 • teri.chace@gmail.com • terichacewriter.com

Profile

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

MWBE (Minority and Women-Owned Business Enterprise) Certified in New York State

Skills

Editing/Publishing

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

Fluent in MS Office and Pages.

Website Design and Content

Full package, from brainstorming to domain registration/management to design to creating and populating written and graphic content. Fluent in Wordpress and Weebly.

Regional festivals, not-for-profits, small businesses.

Copywriting

Award-winning copywriter for consumer catalogs (B-to-C) and wholesale catalogs (B-to-B). Past employers and clients include: Breck's/GardensAlive, 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 copywriters.

Brochures, flyers/posters, newsletters, press releases, etc.

Writing

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

Highlights of Work Experience

2010-present

consultant: editing/writing/marketing, print and websites

MWBE CERTIFIED

- Manage, edit, and copyedit newsletters. Clients include Main Street First, Inc. and CAVPT (Cape Ann Vernal Pond Team). Create and enforce editorial calendar. Assign and edit articles. Gather graphics. Work closely with designer. Proofread final product, upload.
- Create, write copy, populate websites. In addition to terichacewriter.com, clients include Mohawk Valley Garlic & Herb Festival, Little Falls Cheese Festival, Mary Gressler LMT, Olde Time Shave Shop, and Think Local.

2011-present

book author, editor, speaker

- 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: 2016 AHS-award-winner [Seeing Seeds: A Journey into the World of Seedheads, Pods, and Fruits](#); [Seeing Flowers: Discover the Hidden Life of Flowers](#); [The Anxious Gardener's Book of Answers](#); [How to Eradicate Invasive Plants](#).
- Editor of [The Plant Lover's Guide to Sedums](#) (2014) and [Homegrown Berries](#) (2015).
- Experienced speaker/presenter to garden clubs, botanical gardens, Master Gardener conventions, etc. PowerPoint presentations that entertain and edify, followed by audience Q&A and book-signing. Recent engagements: University of North Carolina at Chapel Hill Botanical Garden; Filoli in Woodside, CA; Tower Hill Botanic Garden, Boylston, MA; ELA (Ecological Landscape Alliance), Brooklyn, NY. Details on website and greatgardenspeakers.com.

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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.
- Won Catalog Age Gold Award for copy. Won internal Outstanding Performance Award.

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"

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

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

French 1 and 2; 200-level courses in: History of New York State, British Literature

Professional Memberships/Affiliations

Main Street First, Think Local Little Falls, Garden Writers of America, Audubon Society, Little Falls Community Garden, Cape Ann Vernal Pond Team; Corresponding Secretary and webmistress for Little Falls Cheese Festival.

More

Please visit website for complete list of books and other publications, writing samples, work experiences, achievements: terichacewriter.com

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

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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.