



PRIYA RAMASWAMY

Freelance writer and editorial consultant with 14 years across cybersecurity, fintech, and climate tech. Operate a one-person LLC billing six figures annually with three anchor retainers and a stable of executive ghostwriting clients.

PROFESSIONAL EXPERIENCE

PRINCIPAL WRITER AND EDITORIAL CONSULTANT

RAMASWAMY EDITORIAL LLC, BROOKLYN, NY | NOVEMBER 2018 – PRESENT

- Run a solo practice billing \$186,000 in 2024 across 3 anchor retainers, 4 to 7 project clients per quarter, and an editorial subscription product.
- Ghostwrite a monthly column and quarterly white papers for a cybersecurity CTO, work that the client cites as a primary driver of analyst briefings booked.
- Lead voice and messaging audits for early-stage climate tech founders, typically 6-week engagements ending in a style guide and 8 to 10 production-ready assets.
- Sub-contract production overflow to a bench of 4 vetted writers, with line editing and final delivery still going through me.
- Raised effective hourly rate from \$95 to \$165 over four years by shifting from per-post pricing to scoped retainers and value-based project fees.

FREELANCE SENIOR WRITER

MULTIPLE AGENCIES AND DIRECT CLIENTS, NEW YORK, NY | MAY 2014 – MARCH 2018

- Held simultaneous retainers with two content agencies, producing long-form B2B content for fintech and developer-tools brands.
- Wrote a 28-piece pillar and cluster set for a payments client that became the top organic traffic source on their marketing site.
- Built repeatable interview-to-draft process averaging 7 business days for 2,500-word case studies.
- Trained 6 incoming junior writers on source vetting and structured outlining during a 2017 agency growth push.

SENIOR CONTENT STRATEGIST

HALCYON WIRE COMMUNICATIONS, NEW YORK, NY | FEBRUARY 2012 – MAY 2014

- Led content strategy for 5 enterprise B2B accounts including a Fortune 500 logistics brand.
- Built editorial calendars and managed a pool of 9 contract writers across blog, email, and gated assets.
- Wrote executive bylines placed in industry trades read by procurement and operations buyers.
- Owned QA on long-form deliverables, cutting client revision rounds from 3 to 1 within two quarters.

STAFF REPORTER

HUDSON VALLEY BUSINESS JOURNAL, POUGHKEEPSIE, NY | FEBRUARY 2010 – FEBRUARY 2012

- Covered banking and small business beats, filing 4 stories per week against same-day deadlines.



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KEY SKILLS

- Executive ghostwriting (CTO, CEO, VP)
- White papers and analyst-style research notes
- Voice and messaging audits
- Retainer pricing and scoped SOWs
- Subcontractor management and line editing
- AP and Chicago style

- Broke a regional story on a credit union merger that was picked up by two national trade outlets.
- Produced a monthly executive Q&A feature that became the print issue's anchor section.

EDUCATION

MS

Journalism, Columbia University | February 2010

BA

Economics, Wesleyan University | April 2008