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Pamela Turner

Writer

Writer and editor with 14 years across magazine features, book-length nonfiction, and brand storytelling. Two published books, a James Beard finalist nod, and recent work building editorial programs from scratch for mission-driven companies.

Contact Information



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Education

M.F.A. in Nonfiction Writing,
University of Iowa, 2011

B.A. in English and American
Studies, University of North Carolina
at Chapel Hill, 2008

Poynter Institute, Investigative
Reporting Workshop, 2016

Key Skills

- Long-form feature writing (4,000 to 8,000 words)
- Book-length nonfiction development and structure
- Editorial strategy and content roadmapping
- Line editing and developmental editing
- Investigative reporting and records requests
- Source development and field interviewing
- Brand voice and style guide creation
- Hiring and managing editorial teams
- Newsletter and audience growth strategy
- Fact-checking and editorial standards
- Budget ownership and freelance commissioning

Professional Experience

HEAD OF EDITORIAL | FOGLIGHT & FIELD, ASHEVILLE, NC

2021 – PRESENT

- Founded the editorial function at a 60-person regenerative agriculture brand, hiring a senior writer, a video producer, and a managing editor.
- Set the content strategy that grew owned-audience reach from 9,000 to 71,500 across newsletter and YouTube in 28 months.
- Wrote and edited the company's first hardcover, a 240-page field guide that sold through its 12,000-unit first printing in seven months.
- Sit on the brand voice committee with the CEO and CMO, with final sign-off on long-form and op-ed bylines.
- Killed a \$180,000 podcast pilot after six episodes when the data did not support continuing, and redirected the budget to documentary shorts.

CONTRIBUTING EDITOR | MARROW MAGAZINE, REMOTE

2017 – 2021

- Wrote 3 to 4 features a year, mostly 4,000 to 7,000 words on food systems and rural labor.
- Edited the magazine's annual essay anthology in 2019 and 2020, working with 11 contributors per issue.
- Mentored two early-career writers who have since moved on to staff roles at national titles.
- 2020 feature on poultry processing line speeds was a James Beard finalist for investigative reporting.

SENIOR STAFF WRITER | BRIARCLIFF QUARTERLY, BROOKLYN, NY

2014 – 2017

- Produced the lead feature in roughly half of all issues over three years.
- Reported from seven states and three countries on assignments ranging from textile mills to commercial fishing.
- Took over the back-of-book essay slot in 2016 and rebuilt it as a recurring column.
- Stepped in as acting features editor for four months during a parental leave.

STAFF WRITER | TIDEWATER PRESS, NORFOLK, VA

2011 – 2014

- Covered the regional politics desk for a mid-size daily, filing 4 to 6 stories a week.
- Co-reported a series on coastal flooding policy that ran across nine installments.
- Built early relationships with sources I still use 12 years later.
- Trained two interns each summer on records requests and sourcing.

- Cross-functional collaboration with video and design