



Anna Roberts

Writer

Writer with seven years across long-form journalism, brand content, and consumer newsletters. Comfortable owning a story from pitch to publish, and equally comfortable cutting 1,200 words down to 600 when the editor calls. Recent work focuses on personal finance and sustainability beats.

CONTACT INFORMATION



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EDUCATION

B.A. English, Reed College, 2017

KEY SKILLS

- Long-form reporting
- Newsletter writing
- AP style
- Chicago style
- Source interviews
- Headline and subject-line testing
- Google Analytics 4
- WordPress, Ghost, Substack
- Photo selection and captioning
- Editing freelance drafts

PROFESSIONAL EXPERIENCE

- **Senior Staff Writer, Wildgrove Media, Portland, OR**
2021 – Present
 - Write the flagship Thursday newsletter (audience of 184,300) covering climate policy and consumer trends, holding open rates between 41% and 46% across 2023.
 - Pitch and report 2 to 3 features per month, including a 4-part series on heat pump adoption that drove the largest single-week subscriber lift of the year.
 - Edit incoming freelancer drafts on same-day turnaround when the desk is short, usually 4 to 6 pieces a week.
 - Built an internal style sheet for clean-energy terminology, now used by the editorial team and the social desk.
- **Content Writer, Halcyon Goods Co., Portland, OR**
2019 – 2021
 - Owned the brand blog and produced 6 to 8 long-form articles a month on home goods, sourcing ethics, and product care.
 - Wrote launch copy for 32 SKUs across three seasons, partnering with the merchandising lead and a freelance photo editor.
 - Tested subject-line variants for the welcome series and lifted click-through from roughly 2% to a stable 5.3%.
 - Pinch-hit on social captions when the community manager was out, keeping the publishing calendar full.
- **Editorial Assistant, The Currant Review, Portland, OR**
2017 – 2019
 - Fact-checked roughly 90 essays and reviews per year against primary sources and original interview audio.
 - Drafted cover blurbs, contributor bios, and back-of-book copy on tight deadlines.
 - Maintained the masthead's freelancer database and tracked invoice status with the business office.