

# Marissa Frayer

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## EXPERIENCE

### Copy editor, Ochsner Clinic Foundation, LA

08/14 – current

For *The Ochsner Journal*, I extensively edit clinical research manuscripts for grammar, syntax, flow, consistency, accuracy and organization. In less than a year, I have edited more than 85 articles. Additionally, I have edited external book chapters and a significant philanthropy project as well as initiated improvements to the Journal's website and digital communications.

### Freelance copywriter/owner, Communikonst, Sweden/USA

04/13 – current

For Swedish and American clients, I provide freelance English copywriting services. Projects have included conceiving, planning and writing copy for a film, presentations, exhibition displays, print ads, web content, e-mails, client interviews, training material, brochures and annual reports.

### Lead copywriter, IKEA Communications AB, Sweden

01/11 – 04/13

For IKEA's in-house communications agency, I wrote for diverse media such as commercial PR, the catalogue, store materials, the web, corporate initiatives and product films. As lead copywriter of IKEA global commercial PR, I transformed press kits from image-dominated, information-starved packets into beacons of inspiring and shareable content. This included creating and developing social media content in press kits as well as a tracking system to analyze and improve deliverables.

### Copy editor, 225 magazine, LA

09/06 – 06/11

For a monthly local magazine (circulation 25,000), I exercised my skills in correcting errors of style, spelling, grammar, consistency and basic facts. When I moved to Sweden from their Baton Rouge base, I worked remotely and returned stories to respective editors within 24 hours. I occasionally contributed as a blogger and freelance writer.

### Production manager, Louisiana Homes and Gardens magazine, LA

03/08 – 09/08

For a monthly interiors magazine (circulation 8,000), I wrote, edited and coordinated with photographers and sales reps to complete four advertiser spotlight features each month.

### StartUp section editor, The Greater Baton Rouge Business Report, LA

08/06 – 03/08

For a bi-weekly business magazine (circulation 11,000), I oversaw the front-of-the-book, five-page 'Start Up' section of pithy, art-driven text, assigning section stories and coordinating all images. For each issue, I pitched and wrote at least one main-book story (a minimum of 1,000 words) and copy edited and proofed all stories prior to production. Additionally, I served as project editor of the magazine's special 268-page 25th anniversary issue and founded a workplace paper recycling system.

### Editor and writer, Legacy magazine, LA

04/03 – 05/06

For Louisiana State University's quarterly student magazine, I led it to be named the best student magazine in the country (published more than once a year) by the Society of Professional Journalists. As the editor, I performed duties like hiring, supervising, budgeting, assignments and editing. Additionally, I initiated and executed a compilation CD of student musicians that involved organizing the application processes and shepherding the project through LSU's legal requirements.

## EDUCATION

### M.A. in visual culture, Lund University, Sweden

08/08 – 05/10

Visual culture is the theoretical study of images and visual communication in society. My thesis, *Giving the Toaster Eyes* (ECTS grade A), addressed anthropomorphism's role in the design of and user relationship to inanimate, everyday objects.

### B.A. in mass communication, Louisiana State University, LA

01/03 – 05/06

In earning a bachelor's degree in print journalism with a minor in sociology, I graduated cum laude with class rank 10/133. I attended Tulane University my first semester and studied at the University of Sussex in England for a junior-year semester.

## ETCETERA

### Activities

Read, run, explore, bike, cook, garden and take photos. Volunteer as communications lead with local fundraiser Women Performing for Women (benefitting Hagar's House, a New Orleans home for women and children). Proofread/edit/write for the Baton Rouge Blues Festival. Previously volunteered at two Swedish art galleries.

### Skills

Office, WordPerfect, PowerPoint, InDesign, Photoshop, WordPress and social media.