

Editorial Showcase: Feature Writing & Profile Interviewing

Role & Scope Lead editor and content strategist behind long-form editorial features, profile interviews, and narrative essays for *Inspire, Thrive, Survive*. Focused on translating open-ended conversations with artists, media figures, and entrepreneurs into structured, high-engagement digital articles.

Core Execution & Editorial Process

- **In-Depth Profile Interviewing:** Conducted comprehensive interviews with independent musicians, content creators, and media personalities, focusing on candid storytelling and authentic voice.
- **Transcript & Narrative Editing:** Shaped raw multi-hour audio interviews into sharp, readable Q&As and feature pieces while preserving each subject's unique cadence and tone.
- **Brand Storytelling & Essays:** Authored long-form narrative essays covering creative process, resilience, and digital culture, pairing human story arcs with strong visual formatting.
- **Editorial Standards & Formatting:** Formatted all pieces for online readability, utilizing scannable headers, pull quotes, and visual imagery to drive page time and reader retention.

Portfolio Highlights

- **Musician Profile Series:** Featured profile interview with recording artist Kosha Dillz detailing independent music marketing, touring, and creative strategy.
- **Media & Cultural Profiles:** Conducted and edited long-form interview features with reality television contestants, establishing a repeatable template for profile publishing.
- **Narrative Essays:** Authored original essays evaluating creative identity and storytelling.