

DEB SPERLING

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debsperlingwriter.com

STORYTELLER, COPYWRITER & CONTENT STRATEGIST inspiring audiences to align with organizations and their missions through the power of the written word.

PROFESSIONAL EXPERIENCE

CONTENT MANAGER, SHOPTALK & GROCERYSHOP (HYVE GROUP) 12/2021– 08/2022

Reported directly to Shoptalk's SVP of Content as part of a high-impact team shaping the worldwide conversation around emerging trends and technologies in retail. Determined topics and crafted session descriptions for speaking events. Sourced and selected industry-leading talent from VP to C-suite levels to speak at events with up to 10,000 attendees. Created and developed original content, scripting a Metaverse documentary that premiered at Shoptalk 2022, and generating marketing materials shared with thousands of followers and email recipients. Researcher on Women in Retail for Shoptalk's Retail Zeitgeist.

QUALITY TEAM PRODUCER, DOTDASH (WORKFORCE LOGIC) 01/2017–04/2017 & 10/2021–04/2022

Updated, proofread and produced hundreds of articles for niche sites including VeryWell Health, The Balance, and The Spruce as part of an extensive domain restructuring and content overhaul that doubled site traffic and revenue.

PROGRAM DIRECTOR, WRITERS' ROOM OF BOSTON 09/2020–01/2021

Spearheaded the post-lockdown reopening of this coworking space for writers. Established and implemented COVID-safety protocols. Wrote and edited grant proposals, surveys, marketing emails, and other materials.

TEACHER, WRITER & EDITOR, PERSONAL SABBATICAL 05/2019–09/2020

Wrote and edited over 500 pages of manuscript material for personal memoir. Taught a writing elective at FLS, Boston helping students go from piecing short sentences together to fluently composing entire essays. Wrote curriculum, personal teaching materials, and taught a weekly 2-hour ESL class at the Boston Public Library. Applied and accepted into GrubStreet Essay Incubator (Completed 2021).

REAL-TIME CAPTIONIST, ROCHESTER INSTITUTE OF TECHNOLOGY 01/2018–05/2019

Captioned college classes in real-time for deaf and hard-of-hearing students and edited transcripts for online publication.

OBITUARY ADVISOR, DEMOCRAT & CHRONICLE (USA TODAY/GANNETT) 11/2017–04/2018

Edited, transcribed, and collaborated in the writing of obituaries for *The Democrat and Chronicle* daily newspaper.

ESL TEACHER, INTERNATIONAL HOUSE (BUENOS AIRES & NYC) & LANGUAGE AFFAIRS 03/2014–05/2016

Taught English to adult learners at various levels in NYC and Buenos Aires, and planned original lessons and reading material to aid in fluency and public speaking goals. Prepared corporate executives in Buenos Aires for meetings and presentations with English-speaking clients. Worked one-on-one with the COO of MOVE Concerts Argentina, creating and editing email correspondence to secure performances by Sting and Katy Perry.

RECEPTIONIST, RIVERSIDE MEMORIAL CHAPEL (SCI) 10/2012–11/2013

First point of contact for families after the death of a loved one, providing transport of human remains and creating compelling digital storytelling media for memorial services.

ASSISTANT EDITOR, MANHATTAN MEDIA 2010-2012

Wrote, edited, and proofread for five newspapers under the Manhattan Media umbrella. Wrote a cover story about preserving local restaurants, bars, and shops on the Upper East Side that drove new business to those locales. Wrote and edited arts and event listings for *CityArts* and *New York Press* to promote ticket sales and event attendance. Promoted local business owners and artists through interviews and profiling to increase patronage and boost revenue.

EDUCATION

OBERLIN COLLEGE, BACHELOR OF ARTS IN POLITICS, 2004–2008

INSITUTO ESPAÑOL RAYUELA BUENOS AIRES, PROFESSIONAL PROFICIENCY IN SPANISH, 2013-2015

CAMBRIDGE CERTIFICATE IN ENGLISH LANGUAGE TEACHING TO ADULTS (PASS A), TEACHING HOUSE NY, 2014

UNIVERSITY OF WASHINGTON, CERTIFICATE IN EDITING, 2021

GRUBSTREET, ESSAY INCUBATOR, 2020-2021

AMERICAN WRITERS & ARTISTS INSTITUTE (AWAI), COPYWRITING, 2022-PRESENT