

Geri Anne Fennessey

Freelance Writer, Editor, Content Consultant

Phone: 917.355.9034 E-mail: gafenn@nyc.rr.com

EXPERIENCE

Owner, Silver Lining Communications

Current

Provide content generation, writing, editing and communications consulting services to corporations and consumer magazines (specialization in health, wellness, weight loss and pharmaceutical). Past and present clients include: Shape, Marie Claire, Healthy Kids/The Magazine of the American Academy of Pediatrics, American Baby, Weight Watchers, Money, the New York Times Company, Working Woman, Teen, Vegetarian Times, International Masters Publishers.

Director, Strategy and Operations Weight Watchers North America

2011-3/2014

- Managed project requirements, training, communications, and development of materials for a workforce time-tracking compliance effort impacting 20K+ employees
- Led communications strategy and execution of \$20M Service Provider Compensation increase
- Centralized the Service Provider recruitment model and implemented on-brand materials, interview skills training, and corporate recruitment support
- Partnered with key stakeholders to plan, develop, and execute content (such as decks, speeches, awards, videos) and logistics for bi-annual events and celebrations for 20k+ employees and field management
- Served as business owner of the policies and procedures of the field organization and its related manuals (Compensation Guide, Employee Handbook, Operations Manual)
- Wrote, edited and provided guidance on key field-facing communications including C-level speeches and videos

Executive Editor, Weight Watchers Publishing Group

2005-2011

- Supervised day-to-day operations and served as top-editor of consumer newsstand publication focusing on health, fitness, success, lifestyle, food, and behavior topics (1.5 million readership)
- Managed full-time team of 5+ staff plus editorial consultants and vendor relationships
- Responsible for strategic direction of WWM brand: Led magazine's consumer

research strategy; developed and analyzed reader satisfaction surveys; applied consumer learnings to annual content redevelopment; presented editorial strategy to ad community

- Created online and digital integration strategy; launched a digital edition of the magazine; introduced staff blogs on ww.com

Senior Editor, Weight Watchers Magazine

2001 to 2005

- Coordinated team of 15+ freelancers; directed issue closings; partnered with production and sales to build issue map
- Generated ideas, edited, and wrote content for all sections of the magazine
- Partnered with key stakeholders (marketing, public relations, program development, online/digital) to communicate business initiatives to the consumer and ensure brand alignment

Senior Health Editor, Primedia Parenting Group

1997 to 2001

- Assigned, edited, and wrote health and nutrition content for American Baby and Healthy Kids
- Drove content direction and editorial creation for the launch and maintenance of websites
- Served as business owner of relationship with the American Academy of Pediatrics

EDUCATION

Syracuse University, BA, English Literature

Columbia University Continuing Education Program, Fiction Writing

RECOGNITION

Weight Watchers Corporate Role Model of the Year; for superior representation of corporate values and delivery of business goals