

Ana Trujillo Limon

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SUMMARY

Reporter, writer, and editor with more than 14 years' experience producing and editing informative, accurate, and high-quality content. Passionate, skilled, and versatile communicator. Experienced copyeditor with keen eye for detail. Experienced financial services sector writer and editor with the ability to manage multiple assignments and meet deadlines. Possess advanced copywriting, editing, and proofreading skills across a range of media such as web, print, and presentations. Well-versed in writing styles, such as AP Style and Chicago Manual of Style.

EXPERIENCE

3/14-Present

FINANCIAL PLANNING ASSOCIATION

Denver, CO

Journal of Financial Planning

Senior Editor and Practice Management Blog Editor, 12/18-Present

- Support FPA's primary aim through curating specifically to satisfy our members' needs, both in the APEX Award-winning *Journal of Financial Planning* and in the FPA Practice Management Blog
- Review, edit, schedule, maintain, and write content for the FPA Practice Management Blog
- Manage the FPA Pubs team Twitter page, which includes creating graphics and writing and scheduling content
- Assist the managing editor in planning and developing the editorial content calendar and strategy on an annual basis
- Build and maintain relationships with and manage volunteer writers to contribute high-quality content demonstrating FPA's expertise in the financial planning profession
- Represent the *Journal* team at FPA conferences, Retreat and Annual Conference
- Built, established, launched, and currently serve as the staff lead on the FPA Latino community, which serves as a place where Latino financial planners can engage in networking and professional development
- Support the diversity staff lead to implement diversity initiatives, such as having a special issue in the *Journal* that addresses the topic
- Monitor other financial planning profession and financial industry publications to stay abreast of trends and news that could impact our members
- Continue to oversee all previous duties in other two positions at this company, including managing the academic research Call for Papers competition, supporting the *Journal's* continued expansion of Twitter presence, serving as a liaison between authors and peer reviewers to ensure the integrity of the blind peer-review evaluation process, writing the Observer and Stat Bank sections of the publication, and editing the Practice Management Blog
- Provide consistent and responsive support to authors and peer reviewers
- Serve on the editorial advisory board for FPA's online publication *Next Generation Planner*, where I support the managing editor in developing story ideas, suggestions of writers, and proofing the issues prior to publication

Associate Editor, 11/15-12/18

- Edited and promoted the FPA Practice Management Blog, which continued to see positive year-over-year growth in traffic
- Curated content for the Practice Management Blog from volunteer writers that encouraged members to use other FPA member benefits, such as Knowledge Circles and Coaches Corner
- Took over responsibilities of the *Journal's* Twitter account and utilized it to support the publication's online presence
- Continued to manage duties on the academic research "Call for Papers" competition
- Represented the *Journal* at national meetings
- Conducted interviews with internal and external parties as part of research for in-depth articles on cryptocurrency and marketing for financial planners

Editorial Assistant, 3/14-11/15

- Served as a liaison between academic researchers and peer reviewers to ensure the integrity of the blind peer review process
- Copyedited *Journal* articles prior to publication
- Compiled the monthly Stat Bank and Observer sections in the paper.

6/11-1/14

ACTIVE INTEREST MEDIA/SNEWS**Boulder, CO****Assistant Editor and Social Media Manager**

- Identified, researched, and wrote about trends outdoor and fitness equipment and news relevant to both industries
- Served as a public-facing representative of the company and publication on public relations travel excursions sponsored by outdoor equipment manufacturers
- Edited and posted news stories and feature articles to the SNEWS website
- Researched and wrote in-depth feature stories for the *Outdoor Retailer Daily*. These features were on topics that were time sensitive and relevant to the outdoor industry, such as a feature on diversity in the outdoor industry titled, "Facing future: How to remain relevant in a more diverse outdoors"
- Managed social media channels including Facebook and Twitter accounts for SNEWS, communicating with industry brands, public relations specialists, and readers
- Maintained excellent working relationships with public relations specialists and employees of equipment manufacturers
- Developed and compiled a weekly "SNEWS Reads" column that informed industry professionals of relevant articles and blog postings. The column incorporated a variety of writing styles, including humorous writing
- Reported on business financial news, such as the quarterly financial results of public companies
- Conducted surveys among readers to gather information for stories on the top fitness manufacturers and for social media campaigns to determine readers' favorite sock and snack companies

12/06-5/11

THE SANTA FE NEW MEXICAN**Santa Fe, NM****News Reporter and Teen Page Editor, 4/08-5/11**

- Co-developed and produced a special series titled, "Men Who Matter," which recognized local community leaders for their efforts on combating the local rising domestic violence crime rate
- Wrote feature stories for the "Neighbors" section, which included covering local events and interviewing prominent community members
- Managed the paper's GenerationNext teen reporting program, which included the supervision and management of teen writers, organizing editorial assignments, editing and publishing of final articles, and budgetary control
- Processed payments to teen writers and photographers in a timely manner
- Managed a prom dress drive to offer free formal dresses to Santa Fe-area high-school students
- Organized a voter registration drive at a Santa Fe Place Mall
- Forged a partnership between the radio program Youth Media Project and GenerationNext to help both the section and the radio program reach a larger audience

News Reporter and Editorial Assistant, 12/06-4/08

- Presented with second-place award for investigative reporting by the Associated Press Managing Editors for investigative work done on "Survey finds hotels need work with accessibility"
- Participated in choosing and writing about Santa Fe residents who have been dedicated to a life of service for our "10 Who Made a Difference" section
- Compiled daily calendars, wrote wedding and birth announcements, and wrote feature stories about local people for Neighbors section
- Liaised with Pecos school board to communicate school district events to the residents of Pecos

Editorial Intern, 6/06-12/06

- Published education and feature articles in the Pecos and Eldorado sections of *The New Mexican*
- Wrote weekly stories for *The New Mexican's* senior section that kept seniors updated about issues important to them

1/06-5/06

THE MIAMI SUNPOST

Freelance Writer

Miami Beach, FL

- Kept residents of Coral Gables and Miami Beach informed by writing stories about upcoming events and local government affairs
- Covered the Service Employees International Union's hunger strike at The University of Miami with stories such as "Have a snack!" and "Campus chaos"

10/05-5/06

MIAMI ARTZINE

Staff Writer

Miami, FL

- Wrote feature articles about the artists and organizations such as Legal Art Miami
- Sharpened ability to connect and communicate with potential sources, spot newsworthy stories and pitch ideas to editors

EDUCATION

UNIVERSITY OF MIAMI

Coral Gables, FL

Bachelor of Science, May 2006

Majors: JOURNALISM AND POLITICAL SCIENCE

Memberships: National Association of Hispanic Journalists

Lambda Theta Alpha Latin Sorority, Incorporated

CERTIFICATIONS

ACES: THE SOCIETY FOR EDITING/POYNTER INSTITUTE

Indianapolis, IN

Certificate in Editing, November 2018

UNIVERSITY OF DENVER

Latino Leadership Institute

Denver, CO

Certificate in Leadership, March 2019

ADDITIONAL

- Founded National Association of Hispanic Journalists New Mexico Chapter, connecting with several broadcast journalists and learned more about that side of the industry in 2008
- Led fundraisers to raise more than \$2,000 to help send journalists to UNITY 2008, Journalists of Color
- Raised more than \$3,000 for the Denver, Colo.-based non-profit organization First Descents
- Worked as a volunteer communications director for the non-profit organization Zero Waste Services
- Served as the company representative during the 2012 Transrockies Run, which was a six-day, 120-mile run from Buena Vista to Beaver Creek
- Volunteered for the University of Denver's Bridge Project, which is a tutoring program for Denver Public Schools youth
- Served as a volunteer copyeditor for Conejos Clean Water