

# talk **science** to me

We know science is beautiful. Exciting. And we know you have a story to tell. We're here to help you tell it.



## Heather van der Hoop

Editor

heather@talksciencetome.com

Six years of substantive, stylistic and copy editing experience. Skilled at coaching writers, strategic planning and project management.

### **Work Experience**

**Editor.** Talk Science to Me Inc., Vancouver, B.C. December 2018–present.

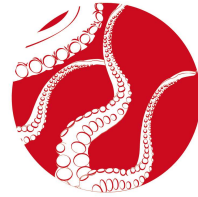
- Copy-edits and proofreads science-based material, including research reports and academic papers.
- Edits and formats projects including ebooks, newsletters, doctoral dissertations, academic research papers and scientific fellowship applications. Subject matter includes personal finance, freelancing, cognitive and developmental psychology, biological oceanography, geoscience, and more.

**Freelance Editor and Writer.** Self-Employed. April 2013–present.

- Assigned and edited all posts on [The Penny Hoarder](#), a personal finance website, from April 2014 to August 2015, when I was hired full time. Conducted substantive, stylistic, and copy edits on posts up to 6,000 words in length, oversaw network of freelance writers, and managed editorial calendar.
- Managed and edited all content on [The Write Life](#), a blog that helps writers earn money from their craft. Communicated with freelance writers, edited all contributions for content and clarity, planned content strategy, optimized content for keywords. Helped launch the site from scratch in July 2013.
- Copyedited proposal and sample chapters for “[Pivot](#),” a guide to career changes, which was acquired and published by Portfolio / Penguin. Assisted with proposals and reports, including developing response outlines; compiling, writing and editing content; designing cover pages and other graphical elements; and producing hard-copy submissions.

**Copy Editor.** Mountain Equipment Co-op, Kootenays, B.C. August 2017–present.

- Edit and write blog posts, landing pages, emails, product copy, and other marketing materials.



- Work closely with designers, production artists, and marketing strategists to execute campaigns.

**Senior Editor.** The Penny Hoarder, Kootenays, B.C. August 2015–January 2017.

- Hired in-house as employee #4 after exceptional performance as a contractor: During my tenure, grew site from 2 million to 16.9 million monthly visitors and helped hire staff of 15 writers and editors.
- Led a team of in-house writers and editors to create engaging content about personal finance strategies and tools: Provided substantive, stylistic, and copy edits, offered feedback and coaching, developed efficient editorial systems, and fostered a culture of high standards and quality.
- Collaborated with photography, video, and graphics teams to present content visually.
- Planned content strategy, optimized SEO, and oversaw network of freelance contributors.
- Helped this bootstrapped, profitable startup become #32 on INC’s 2016 list of the 5,000 fastest-growing privately held companies; in 2016, The Penny Hoarder earned \$20M in revenue. Received and reviewed resumés, interviewed potential candidates, performed reference checks, and prepared written profile summaries.

**Editor in Chief, Story Director and Writer.** A Little More Good, Kootenays, B.C. December 2010–March 2012.

- Wrote weekly articles and monthly newsletters as a volunteer for this blog (now defunct) highlighting people contributing positively to their communities in and around Vancouver, British Columbia.
- Created editorial calendar, assigned stories to a team of 15 writers, and edited all posts.

## **Education and Professional Credentials**

**Bachelor of Arts *cum laude*.** Psychology with a certificate in neuroscience. Princeton University.

## **Professional Development**

- ACES conferences 2017 and 2018
- Editors Canada seminars: Academic Editing and Editing for Accessibility

- Editors BC PubPro 2015
- Northwest Independent Editors Guild conference 2017

