

# Holley Simmons

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[www.holleysimmons.com](http://www.holleysimmons.com)

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## FEATURES WRITER AND EDITOR FOR THE WEB AND PRINT

Highly enthusiastic professional with a boundless imagination. Accomplished multi-tasker with strong project-management skills and a fondness for collaboration. Sharp writing abilities with a knack for self-editing and performing under pressure.

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**Dining Editor – *The Washington Post Express*, Washington, D.C. May 2013-Present.** Plan, write and edit dining content that breathes life into the print and digital versions of The Washington Post's free daily newspaper. Dig up local food trends and report them using unexpected angles and original analysis. Author of Express's [highest-performing web story of all time](#), which has over 2.3 million page views. Am the sole member of Express's features staff to consistently break stories in their beat. Interview, profile and develop fruitful sources in the local and national restaurant scene. Contribute cover stories as well as travel, art and lifestyle features for other sections. Built and trained a group of freelance writers to deliver sparkling copy.

**Assistant Lifestyle Editor – *The Washington Post Express and FW*, Washington, D.C. February 2012-August 2013.** Contributed weekly style features geared to a broad local audience. Reported on retail openings and spearheaded a monthly DIY feature for the home. Assisted with fashion shoots and helped source products for the holiday gift guide. Also assisted with the production of *FW*, the fashion magazine of The Washington Post, which published five times a year.

**Senior Editor – *DailyCandy Deals*, New York. May 2011-February 2012.** Oversaw the operation of seven city editions and the Everywhere edition. Vetted, trained, managed, top-edited and fact-checked a team of freelance writers. Ensured all content was compelling and drove subscribers to make a purchase. Interfaced with the marketing team on DailyCandy Deals-sponsored events and collateral content. Collaborated with the DailyCandy edit team on integrated content packages.

**Promotions Editor – *DailyCandy*, New York. October 2010-May 2011.** Conceptualized and wrote entertaining, persuasive copy for DailyCandy advertisers. Interfaced with the ad operations and product teams on a daily basis. Conducted research as needed, including analyzing a business' products, marketing strategies, demographic targets, core messaging, and proper voice.

**Research Assistant – *National Public Radio, Office of the Ombudsman*, Washington DC. June 2007-September 2008.** Analyzed NPR programming to ensure adherence to the NPR Code of Ethics. Communicated with NPR reporters, editors and management to resolve issues under question. Reported directly to the Ombudsman through detailed written reports outlining these ethical issues and suggested courses of action. Contributed to the Ombudsman's weekly column on [npr.org](http://npr.org).

### Freelance:

***The Washington Post*, April 2014-Present.** –Write and conceive original feature-length articles about dining, fashion and DIY for the Food, Weekend and Style sections as well as the magazine. Contribute to the Going Out Guide blog about local food news and events. Launched a reoccurring "\$40 in ..." neighborhood feature for the Weekend section.

***DailyCandy*, August 2007-February 2012.** – Over 300 articles published on under-the-radar fashion designers, new restaurants and must-have beauty products. Served as interim editor when the Washington, D.C. editor went on maternity leave. Frequently contributed to the Washington, D.C., Miami, San Francisco, New York, Everywhere and Seattle editions.

## AWARDS AND EXTRACURRICULARS

**Society for Features Journalism honorable mention, narrative storytelling, "[Good Swill Hunting](#)," 2016.** Judges: "A brightly written feature that introduces readers to an aspect of contemporary whiskey culture that few of us have considered."

**American Copy Editors Society third place, individual heading writing, 2014.** Judges: "These headlines are witty and smart—enticing the reader to read on."

**Owner, [The Lemon Bowl](#), November 2015-Present.** Founder of a shared DIY studio for the city's curious and creative.

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## EDUCATION

Bachelor of Arts in English with a minor in Sociology at James Madison University, Harrisonburg, VA. Completed in 2007.