



Radha Marcum

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Focus To help your business or nonprofit create effective content and audience-development strategies for the growing healthy-lifestyle market.

Experience **Editor in Chief, *Delicious Living* and custom retail publications** **2005-2012**

Oversaw all content for New Hope Natural Media's retail-to-consumer division, including *Delicious Living*, deliciousliving.com, and six custom publications. With four editors and two designers, produced over 50 print and digital magazine issues per year. Beginning in 2007, implemented digital-first strategy, with emphasis on SEO and flexible, web-friendly content. Expanded *Delicious Living*'s reach through blogs, videos, podcasts, and social media. Wrote features and blogged weekly on organics, natural health, and controversial issues facing the natural products industry.

Provided expertise for webinars, special reports, and consumer research projects commissioned by businesses in the natural products industry. Introduced panelists and moderated education sessions at the Natural Products Expos, twice yearly.

Performed other key editorial roles including deputy, senior, managing, and associate editor. *Delicious Living* is the longest-running and best-respected natural lifestyle consumer education magazine, with a 400K distribution in natural products stores across the United States.

Freelance Writer and Editor **2000-Now**

Specializing in natural health, recipes, supplements, nutrition, organics, outdoor fitness, travel, and other healthy-lifestyle interests. Features and departments have appeared in *Natural Solutions*, *Elevation Outdoors*, *Women's Adventure*, *Hooked on the Outdoors*, and *Outside*. Oversaw content for PatientPoint.com, a web-based chiropractic newsletter service, and for Sustainlane.com, a sustainable living guide.

Project Coordinator, Webseed.com **2000-2001**

Produced custom research, SEO strategy, and optimized content to businesses in a range of industries, from medical research to internet technology.

Instructor of English, Front Range Community College, 2001-2005+ **Instructor of Creative Writing**, University of Washington 1998-2000 + **Poetry Editor**, *Silo*, Bennington College 1996 + **Assistant to the Writer in Residence**, AIDS Project, Los Angeles 1996 + **Editorial Intern**, *Raygun* magazine, Los Angeles 1996 + **Development Intern**, Fresno Art Museum, Fresno, California 1994 + **Assistant to the Director**, Bennington College Early Childhood Center 1993-1996.

Education **Master of Fine Arts**, Creative Writing, University of Washington **2000**

Bachelor of Arts, English Literature and Writing, Bennington College **1996**

Skills Creative team management. Audience development. Social media. Editing. Writing. Blogging. Origami. Copywriting. Copyediting. Search engine optimization. Yoga. Adobe InDesign, InCopy. Microsoft Word, Excel, PowerPoint. Meditation. Mountain biking. Quick to learn content management systems.