

# ABBIE (MOOD) LANG

Based in Westminster, CO  
abbiemichelle@gmail.com | 302-242-0823

## EMPLOYMENT

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### **Freelancer: Writer, Editor, Content Strategist**

2009 — present

- Experience with feature writing, copywriting, marketing and campaign copy, branding materials, newsletter copy, social media, B2B content, content strategy, and book development and editing
- Well-versed in a variety of topics: travel, outdoors, sports, health/wellness, special education, dogs and training/ behavior, social/environmental issues, and writing as a craft

### **SB Nation/Vox Media**

2016 – present, Site Manager and Social Media Manager of *BurgundyWave.com* (the number one fan website dedicated to the Colorado Rapids)

- Day-to-day duties include creating content calendar, assigning and editing content for website, working with new and experienced writers, interviewing players, developing relationships with team personnel, running social media accounts

### **Matcha, formerly known as RootsRated**

2015 – 2019, Editor/Content Strategist/Head of Content

- Worked with brand partners as well as DMOs to build relationships, determine marketing goals, and develop content strategies and editorial calendars through content and industry analysis
- Managed a team of 3 editors and 100+ writers to assign, write, and edit articles for websites, blogs, and use in email marketing
- Clients included: Osprey, Marmot, La Sportiva, Craghoppers, Gregory Mountain Products, Superfeet, Utah Office of Tourism, OrthoCarolina, Blue Cross Blue Shield

### **Dogster**

2015-2016, Resident dog trainer/writer

- Wrote informative articles for website and print magazine about dog training practices and behavior

### **Noodle, Inc.**

2015 – 2016, Education Expert

- Wrote informative articles for website about early childhood education and special education

### **The Mindful Word**

2013 – 2014, Editor of Sustainability section

- Wrote and edited articles for website covering sustainability and environmental topics
- Managed a team of 2-3 writers

### **The Traveler's Way**

2010 – 2013, Staff Writer

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- Wrote travel articles for website focused on the baby boomer demographic

## **Matador Network**

2009 – 2012, *Editor of Change section*

- Wrote articles about travel and environmental issues for website focused on the millennial demographic
- Assigned and edited articles from writers as ideas were pitched

## **Corona-Norco Unified School District in CA and Adams 14 School District in CO**

2005-2013, *Preschool Special Education Teacher & Early Interventionist*

- Planned and implemented a daily schedule of activities using various academic and social/emotional curriculums, supervised 3-5-year-olds of all ranges of abilities and backgrounds (mostly low income and learning English as a second language), directed and worked paraprofessionals and other staff, created and implemented IEP goals, administered a variety of assessments

## EDUCATION

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### **Grand Canyon University**

**Phoenix, AZ**

2012-2014, *M.S. General Psychology*

### **California State University Fullerton**

**Fullerton, CA**

2007 – 2009, *M.S. Education, emphasis in Special Education*

### **University of Delaware**

**Newark, DE**

2001- 2005, *B.S. Early Childhood Development & Education, emphasis in Special Education*

## WRITING PORTFOLIO

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<http://abbiemood.com/my-writing/>

## CONTENT STRATEGY CASE STUDIES

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The following case studies represent clients that I worked with as an editor, content strategist, and project manager to ensure success:

### **From Dry Feet to Cool Sheets: One Brand's Secret to Engaging Diverse Audiences**

<https://getmatcha.com/case-studies/from-dry-feet-to-cool-sheets-one-brands-secret-to-engaging-diverse-audiences/>

### **How Osprey Packs Doubled Blog Traffic and Captures Over 300 Leads Monthly**

<https://getmatcha.com/case-studies/how-osprey-drove-more-leads-with-content/>