

TONI PERLING



EXPERIENCE

Full-Time Copywriter / Listing Editor @ 2010 - Present
Goldstar.com

- Create engaging event descriptions and sales copy for more than 10 million users of live entertainment ticketing site
- Proofread, fact-check and edit according to AP Style
- Research and write editorial content that matches voice and utilizes SEO keywords
- Data entry through custom CMS
- Responsible for look and accuracy of front-facing pages

Creator / Editor-in-Chief @ 2014 - Present
DoggieNames.com

- Maintain database of more than 2500 dog names, searchable by appearance, category and breed
- Design, write and update website
- Market through social media
- Submit articles, listicles and other content to Dogster.com

Freelance Writer / Story Producer @ Various 1990 - 2012

- Wrote episodes for a variety of network/cable television shows, in drama, comedy, non-fiction and longform (See credits at **IMDB**)
- Created content for TrueStories4 Hollywood, Media Access Pro, eHow, Saving the Lives of Our Own and other websites
- Researched and pitched story ideas

TOPICS

- Entertainment
- Pets
- Home Design/Fashion
- Health/Medical
- Fine Art/Culture
- The Web
- Automobiles

CONTACT

tperling@gmail.com

818-481-3536

My Website

My Portfolio



EDUCATION

Northwestern University

BS Communications,
Radio/TV/Film

NU Club of LA

Co-president of alumni club
serving more than 7500
members

NU Club of Atlanta

Board member

SKILLS

- Copywriting
- Copy Editing
- Content Creation / Consulting
- Website Building
- Graphic Design
- Microsoft/Google Suite
- Wordpress / Other CMS
- Social Media