

ELEANORE TRICE

EDITORIAL & COMMUNICATIONS EXPERT | JOURNALIST | CONTENT STRATEGIST

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PROFESSIONAL EXPERIENCE

Children's Healthcare of Atlanta | Atlanta, GA

Senior Public Relations Coordinator, Child Advocacy | 2022–2025

- Directed strategic media relations campaigns that generated more than 10,000 earned media placements, contributing to record-breaking coverage
- Oversaw editorial production and strategic communications across statewide child advocacy initiatives, managing high-impact campaigns from concept through publication.
- Produced and edited press releases, feature stories, executive communications, website content, marketing materials, and multimedia storytelling assets.
- Partnered with physicians, executives, designers, marketers, and community organizations to deliver accurate, timely communications across multiple public health initiatives
- Developed editorial calendars and managed production schedules supporting campaigns around child protection, injury prevention, behavioral health, and obesity prevention.

Freelance Health & Wellness Writer | Aspen, CO

Self-Employed | 2022–Present

- Produced editorial, branded, and SEO content for nationally recognized media outlets and consumer brands including Shape, Women's Health, Yahoo, CNN, MSNBC, Health.com, and Refinery29.
- Provide editorial consulting, content strategy, and copyediting services for local and national clients surrounding topics including mental health, addiction, fitness, travel, lifestyle, nutrition, and culture.

Kemo Sabe | Aspen, CO

Marketing & Public Relations Director | 2021–2022

- Directed marketing, communications, event planning, brand strategy and public relations strategy for national luxury retail brand.
- Managed cross-functional creative projects, partnerships, celebrity collaborations, and branded events.
- Developed integrated marketing campaigns, that strengthened brand awareness and supported business growth.

Meredith Corporation | New York, NY

Assistant Editor & E-Commerce Writer, Shape & Sweet July | 2019–2022

- Pitched, researched, wrote, and edited digital and print stories covering health, wellness, beauty, and lifestyle for Shape and Sweet July.
- Produced SEO-driven editorial and commerce content aligned with audience trends, brand voice, and performance goals.
- Represented the brands at wellness, fashion, and beauty industry events.
- Supported the Editor-in-Chief through editorial planning, scheduling, and production coordination.

ICM Partners | New York, NY

Assistant to Partner & Department Head, Broadcast | 2018–2019

- Managed complex calendars, travel, expenses, and administrative operations for senior entertainment executives.
- Coordinated meetings, contracts, and communications among agents, clients, and management teams.
- Prioritized competing deadlines while maintaining accuracy in a fast-paced agency environment.

CNN | Atlanta, GA

International Production Coordinator | 2017

- Wrote scripts, headlines, and digital content for CNN International programming.
- Produced video content and supported daily newsroom production for global broadcasts.
- Researched, pitched, and developed original news stories for CNN's international news desk.

CBS / Inside Edition | New York, NY

Digital News Writer | 2016

- Researched, wrote, and edited breaking news stories for InsideEdition.com.
- Produced headlines, social content, and digital articles under tight daily deadlines and during breaking news events.

EDUCATION

University of Georgia

BA, Journalism | 2013–2017

Universitat Innsbruck

Travel Writing & Political Science | 2015

University of Oxford

Creative Writing Certificate | 2025

KEY SKILLS

Writing & Editorial: Feature Writing, Medical Reporting, Interviewing, Story Development, Copy Editing, Proofreading, AP Style, Fact Checking, SEO Content, Digital Publishing, Print Publishing, Editorial Production

Communications & Strategy: Strategic Communications, Media Relations, Public Relations, Executive Communications, Healthcare Communications, Campaign Development, Content Strategy, Brand Storytelling, Partnership Development

Technology: Sprout Social, CMS, Microsoft Office, Google Workspace, WordPress, Adobe InCopy, Adobe InDesign, Parse.ly, Airtable, Asana, Canva