

## Brigitte Surette

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Professional writer/editor/journalist, and copywriter with over 20 years of experience providing copy and content to various individuals, professionals, executives, magazines, newspapers, online magazines, and organizations. Creative concepts experience working with real estate power brokers, physicians, artists, authors, and other executives.

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Managing editor	Real estate editor
Newspaper writing	Luxury lifestyle writing
Copywriting	E-book writing
Vanity press/publishing experience	Project management
Magazine & interviewing experience	Blogging/Content/Copy
Event management	CMS

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### EDUCATION

- B.S. in Organizational Management/Marketing, Tusculum College, Knoxville, TN
- Attended UT Knoxville, Knoxville, TN
- Gotham Writing School, New York, New York, Fiction Writing

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### PROFESSIONAL EXPERIENCE

#### **Freelance Writer/Editor/Copywriter** **Self-employed, January 2022 to present**

Writer/editor for various individuals, companies, magazines and projects, including local and national companies such as Homes.com; Raincatcher, South Street Partners, Streeteasy, Charleston Style & Design, Skirt!, and Pulitzer Prize winning newspaper, The Post and Courier.

- Provide copywriting for large development organization with properties in the Carolinas, Georgia, Virginia, and California. Writing includes newsletter copy, email campaigns, marketing updates, website copy and landing pages, new release descriptions, taglines, letters from executives, and stylebook/guidebook to capture tone, voice and brand.
- Provided copy for a financial services company to include website copy, landing pages, and a 16-page pitch deck.
- Provided copy for numerous neighborhood descriptions and scripts for nationally-recognized real estate brand.
- Provided articles for lifestyle magazine based in Texas.

**Real Estate Editor and Writer, January 2019 to October 2021**  
**Pulitzer Prize Winning Newspaper The Post and Courier, Charleston, SC**

- Write articles about the luxury lifestyle, real estate and interviews with industry professionals 52 weeks a year
- Meet strict weekly deadlines
- Manage freelance writers, photographers and assignments
- Gather sources and do extensive research to write accurate, informative and accurate articles
- Ensure content is error-free
- Upload all articles and photos into CMS
- Responsible for contacting sources, interviews and providing cover photos, when needed
- Attend events to represent the newspaper and write articles about luxury homes, events and other information regarding the industry
- Work with design to develop concept/ideas for weekly real estate supplement
- Establish positive relationships with community and industry professionals

**Freelance Writer, January 2008 to Present**

- Professional biographies for various executives and individuals
- Developed questionnaire for professionals to capture voice and/or brand
- Medical writing and medical executive job descriptions
- Wrote and edited marketing copy, book blurbs, and press releases for multiple authors
- Ghostblogging and writing for power broker in Manhattan and well-known physician
- Descriptive copy for: real estate; products, upscale neighborhoods and dwellings
- Magazine and newspaper articles; medical, holistic, human interest real estate, and design
- Descriptive copy for boutique ad agencies to include: website, client (print and online) copy and sales presentation copy.
- SEO article writing for online content
- Professional cover letter templates for client website
- E-book – chemical free living for international client

**Editor, Lifestyle Publications, Mount Pleasant, SC, January 2017 to October 2017**

- Managed a superb and professional team of writers and photographers
- Setup, directed and managed cover photo shoots
- Edited articles, copy and content and wrote articles when needed
- Helped creative team with design ideas for layout
- Conceptualized and implemented monthly issues with specific themes in mind
- Reached out to various members of the community including politicians, celebrities, leaders, and other professionals to inquire about their participation in magazine

- Met with publishers to discuss strategies for future issues, success and other administrative responsibilities
- Represented publication in community

**Gallery Manager, Utonga Gallery, Mount Pleasant, SC, Nov 2005 – Dec 2007**

- Managed day-to-day operations of upscale sculpture/art gallery
- Sales/marketing of hundreds of sculptures
- Increased sales exponentially within six months of employment
- Point of contact for national and international clients and potential clients
- Wrote copy/content to include: descriptive product copy, email campaigns, website, press releases, newsletters, and interviews with artists
- Photographed hundreds of sculptures to display on website
- Management/setup of social events pertaining to gallery and within gallery
- Collaborated with overseas buyer and owner to arrange overseas shipments of large containers of sculptures

**Independent Writer and Reporter, Newspaper and Vanity Press  
2004 -2005**

**Marketing & Office Manager; UBuildIt, Mount Pleasant, SC.  
February 2004 to September 2004**

**Reporter/On-Air Personality, Clear Channel Communications/Westwood One,  
Memphis, TN, 1999 to 2003**

**Columnist/Writer; Mid-South Health & Fitness Magazine, Memphis, TN, 2000-2001**

**Radiothon Coordinator, Ronald McDonald House of Memphis, Memphis, TN, 1998-  
1999**

- Selected for this position from over 500 applicants from out of state
- Management of project (largest fundraiser in Memphis)
- Resulted in most successful campaign in Radiothon's history
- Increased corporate participation by 70% and raised over \$600K
- Wrote and created promotional material, press releases, and copy for 28-hour live Radiothon
- Conducted meetings with staff, volunteers, board members, media, and community leaders to develop ideas and tactics to implement market strategies
- Coordinated and represented charity at numerous events
- Represented charity through live and taped interviews with media (radio and television)