

Carolynne Whelan

Writer ↔ Editor ↔ Educator ↔ Dreamer

BA: College of Santa Fe (poetry, nonfiction); MFA: Chatham University (travel writing, publishing); Certificates in Adobe, grant writing

EXPERIENCE

Forward Motion Writing — *Founder, Writing Coach*

June 2024 – current

Writing and movement retreats set in immersive natural environments in mountains, desert, or plains to help break through writer's block, erase the shame of the first draft, and build confidence and camaraderie for lasting relationships with other writers and with self. One-on-one coaching with goal of teaching writers how to self-edit and look critically but compassionately at their own work, teach how to seek out and pitch publications/editors, and hand in a solid first draft.

Overland Expo — *Editorial Director*

January 2025 – August 2025

Managed editorial content of website, online publication *Compass*, and yearly print publication *Sourcebook*. Published industry news, reviews, and event materials in addition to feature stories. Implemented SEO strategy through cross referencing Google Analytics, Pars.ly, BrightEdge, and other metrics.

Adventure Cycling Association — *Editor-In-Chief, Adventure Cyclist magazine*

April 2021 – June 2024

Developed integration between print and online content; managed budget and development of main communication tool for multimillion-dollar cycling nonprofit, including multi-year projections and tiered budgeting; managed small staff plus ~100 freelancers; worked interdepartmentally to help promote organizational programs; spearheaded award-winning in-house redesign on \$10k budget; developed multi-year editorial calendar to boost advertising opportunities; created successful and popular internship program; managed contributor payments; increased international contributions, and developed and exceeded expectations for diverse content in magazine while maintaining voice and raising excellence of content.

Dirt Rag Magazine — *Editor-In-Chief, Web Editor*

May 2018 – October 2019

Improved web readership by 250%, brought in more diverse contributors, established clear communication paths and deadlines, wrote and edited features, reviews, and columns, managed freelancers, staff contributors, contracts.

h: Missoula, Montana

e: hello@forwardmotionwriting.com

w: forwardmotionwriting.com

PROFESSIONAL SUMMARY

Award-winning writer and intuitive editor dedicated to building inclusive platforms and supporting systemically-silenced voices. Track record of increasing readership while improving workflow and bringing out the best in writers.

PLATFORMS

Adventure Cyclist
ESPN
Roads and Kingdoms
Sierra Magazine
Backpacker Magazine
Bicycling Magazine
Bicycle Times
Dirt Rag Magazine
Stir Journal
Belt Magazine
Eagle Nest Outfitters
RootsRated
BikePGH
Keystone Edge
Pittsburgh City Paper
Headspace
High Times
Panorama
Taos Journal
...and more

VOLUNTEER

Free Cycles
Writing Coaches of Montana
Adventure Scientists
Court Watch Pittsburgh
Food Not Bombs (Pittsburgh, Santa Fe, Boston)
Jamaica Plain Youth Street Hockey
Chainbreaker Collective

Pink Pangea — North and Central American Regional Editor

Jan 2015 – Dec 2015

Edited content to maximize SEO; managed artwork, photography, and layout; fielded submissions to create a cohesive and engaging web publication; worked with international contributors across languages to build a dynamic and informative platform while keeping the natural music of writers' original languages.

Autumn House Press — Associate Editor

2007 – 2009

Edited, designed, and published chapbooks; organized reading events, managed advertising, marketing, and fundraising; fielded submissions.

ADDITIONAL EXPERIENCE

Mary Bower Sheats, Esquire — Legal Secretary

2008–2011, 2014–2015

Wrote and filed legal documents, then communicated process to clients; worked with judge's chambers, clients, opposing sides, and bureaucratic agencies to attain peace, closure, and stability for clients.

The Midwife Center — Client Finance Specialist

2011–2014

Researched clients' insurance coverage and explained it in usable terminology; worked with clients to find alternative healthcare funding, develop payment plans, and navigate post-natal needs, obligations, and options; increased client success in sustained birth center care, helped raise revenue through satisfied bill payment, and increased overall care with funds used for nonprofit birth center expansion.

PAST PROJECTS

Whelan Writes — Freelance Writing, Editing, Content Marketing

Copywriting, editing, consulting

Work with small businesses, nonprofits, and individuals to discover mission, ideal audience, voice. Helped mental health practitioners market and promote their platforms to launch private practices or pivot to new business models with confidence and momentum.