Marian Cowhig Owen

Editor | Writer | Content Manager

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Summary of Qualifications

Editorial professional with 20+ years of experience editing and proofreading complex material for print and digital publications. Experienced in developmental editing, fact-checking, style-guide development, and working with subject matter experts to ensure accuracy, clarity, and consistency. Brings a journalist's curiosity and attention to detail to editorial work, along with sound judgment, clear communication, and the ability to manage multiple projects under tight deadlines.

Core Skills

Editorial leadership and quality

Developmental editing | Copy editing | Proofreading and QA | Fact-checking and research | Subject matter expert collaboration | Style guides and editorial standards | AP style | Chicago Manual of Style

Editorial leadership and quality

Editorial workflows | Project coordination | Stakeholder coordination | Review and approval processes | Version control and document maintenance | Calendar and deadline tracking | Deadline-driven production

Software and tools

Microsoft Word | Microsoft Teams | Microsoft Excel | Microsoft PowerPoint | Adobe Acrobat Pro | WordPress | Adobe InDesign/InCopy | Canva

Professional Highlights

University of North Carolina at Charlotte **August 2022–May 2026**

Graduate student

- Earned Master of Arts in English, focusing on rhetoric and composition, and graduate certificate in technical and professional writing.
- Relevant coursework includes Writing User Documents, Editing with Digital Technologies, Language & Culture in Digital Spaces, and Rhetorical Theory. Course assignments included print and video tutorials (using Adobe Premiere Rush), usability reports, and linguistic analysis.
- Earned James H. McGavran Award (for excellence in writing about place) and John McNair Graduate Award in Technical/Professional Writing, spring 2024.

Blue Corona, Charlotte, NC/remote **November 2018–June 2022**

Data-driven digital marketing agency specializing in SEO, paid media, and analytics for home services brands.

Content strategist (content manager)

- Developed SEO-focused web content for 100–120 clients in sectors such as home services (HVAC, electrical, plumbing, home remodeling), law, financial services, and manufacturing.
- Commissioned freelance writers and published approximately 150 pieces a month in WordPress.
- Collaborated with account managers, SEO analysts, and web designers to create or optimize web content for new sites.

Copy editor (QA editor)

- Built editing and review structure that improved overall content quality and reduced errors by more than 95% across 200+ client sites.
- Established and maintained house style guide to ensure consistent and error-free writing.
- Coached in-house writers on writing and editorial best practices via in-person sessions and ongoing grammar/style support through Teams and the company portal.
- Edited draft copy and live websites, checking page text and metadata for grammatical, structural, factual, and technical errors.

Pace Communications, Greensboro, NC **August 2016–June 2018**
Full-service content marketing agency creating digital, print, and strategy solutions for national brands.
Senior copy editor

- Edited and proofread blog posts, magazines, marketing materials, thought leadership essays, video packages, and annual reports for clients in the insurance, travel, and technology/SaaS industries.
- Created and maintained style guides for several accounts to ensure copy remained consistent and error-free, reflected client preferences, and matched industry standards.
- Supervised/mentored two junior copy editors and organized training to refine their editing skills.

Additional Professional Experience

Independent writer and editor
Writer, editor, fact-checker, and proofreader

- Clients have included Pace Communications (Verizon Wireless, *AAA Living, Walmart World, Four Seasons Magazine*), Columbia SC Moms Blog, Charlotte Mom Collective, 3Play Media, 3P Editing, Ethos Creative, and the *Catholic News Herald* (Diocese of Charlotte, NC).

Pace Communications, Greensboro, NC
Wachovia *Renaissance*, managing editor

- Wrote, edited, and managed copy flow for national bank's magazine for wealth management clients.

***Teradata Magazine*, copy chief (managing editor)**

- Managed copy flow, edited, and created style guide for data warehousing company's quarterly B2B magazine.
- Worked with client to ensure each article was fact-checked and approved by stakeholders and subject matter experts.

Destination Publishing Group, associate editor

- Planned and executed 20+ custom editorial packages about U.S. cities' business and tourism landscapes, showcasing metro areas in sections of 20–60 pages each.
- Led content planning meetings of 10–20 city leaders to set section priorities; developed editorial plan and commissioned freelance writers.
- Wrote, edited, and fact-checked copy; collaborated with art directors on image selection.

***News & Record*, Greensboro, NC**
Copy editor/page designer

- Wrote headlines; edited for content, grammar, and style; designed inside pages and section fronts.

Education

University of North Carolina at Charlotte

- Master of Arts in English with a concentration in composition and rhetoric.
- Graduate certificate in technical/professional writing.

Northwestern University

- Bachelor of Science in journalism with a second major in urban studies and a concentration in sociology.

Professional Affiliations & Certifications

- ACES: The Society for Editing – Poynter ACES Certificate in Editing
- Editorial Freelancers Association
- North Carolina Writers' Network
- Toastmasters International – Competent Communicator