



MINDY CHARSKI

Freelance business journalist | B2B and B2C content writer | ghostwriter

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About Me

I'm a Dallas-based freelancer who has been writing professionally for more than 25 years.

I have written for consumer magazines, trade magazines, association magazines, and alumni magazines. I have also worked on content marketing projects directly with clients and through content agencies.

Services Include

- Profiles
- Features
- Proofreading
- Research reports
- Whitepapers
- Thought leadership
- Blog posts
- LinkedIn content
- Q+As
- Conference coverage
- Any other kind of content you need written in a journalistic style

Currently Covering

- Marketing
- Martech
- Adtech
- Banking
- Personal finance
- Small business

Experience

Freelance Writer, Mindy Charski LLC 2004–Present

Work has appeared in publications including AARP The Magazine, Bankrate, Data Informed, Diversity Woman, EContent, Entrepreneur, Independent Banker, Money, Next Avenue, Photo District News, Popular Photography, Self-Employed, Stacker, The Rotarian, USNews.com, and WashU Magazine.

In addition to my journalism work, I have extensive experience writing content marketing pieces for national brands, creating whitepapers and reports, and ghostwriting thought leadership articles. Organizations I have written for include Acquia, Biogen, Culligan, Thrivent, First Citizens Bank, Waze, KeyBank, Costco, LiveIntent, St. Mark's School of Texas, and the U.S. Postal Service.

Southwest Bureau Chief, Adweek 2002–2004

Contributed minimum of one story a week for national print magazine. Created and managed daily content for regional website targeting advertising agencies and their clients. Covered shops in five-state region as well as Hispanic agencies throughout the country.

Senior Writer, Inter@ctive Week 2000–2001

Covered companies specializing in consumer-related web content. Wrote weekly news stories, a biweekly online advertising column, and regular features for the magazine, which targeted information technology professionals.

Reporter, US News & World Report 1998–2000

Covered personal finance, personal technology, and business with a focus on the web's emerging role in those areas.

Education

Master Of Journalism 1996–1997

Medill School of Journalism at Northwestern University

Bachelor of Science (political science) 1992–1996

Washington University in St. Louis