

Derrek J. Sigler

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Skills

Creative and technical writing - Internet content, e-commerce content, feature stories, buyer's guides, reviews, press releases, media kits, technical manuals, social media, custom content creation, and newsletters.

- **Outdoors** - Lifelong outdoor enthusiast. Published works for the following publications and brands: RVGuide, Cabela's, Field & Stream, Outdoor Life, Gun Digest books, Petersen's Hunting, North American Whitetail Magazine, Outside Pursuits, Outdoor Hub, Wildfowl, Grand View Media, Bass Pro Shops, Hard Core Brands, Bone Collector, and Successful Farming
- **Power Sports** - Lifelong enthusiast with off-roading, ATVs, UTVs, motorcycles, snowmobiles, and water sports. mechanically inclined. Former Editor of RVGuide, Off-Road.com, ATV.com, and contributor for AutoGuide, UTV Off-Road, UTV Sports and Successful Farming

Editorial direction - Writer development, peer editing, freelancer management, team leadership, editorial calendar planning, SEO, and keyword monitoring.

Experience

Freelance Writer - *Power Sports and Outdoors Industries*

2009- PRESENT

- Writing for various publications and marketing firms
 - Custom content
 - Features
 - Press releases
 - Technical bulletins
 - Press kit creation
- Photography
- Scriptwriting and on-camera segment work

Verticalscope, Editor/Writer – Power Sports and Outdoors

Jan 2019 - Feb. 2023

- Writing, editing, and researching e-commerce content for multiple power sports and outdoor websites including RVGuide, Outdoor Hub, ATV.com, Outside Pursuits, and Off-Road.com
- Creating and maintaining professional relationships within the industries I write about
- Tracking consumer trends, search engine optimization, and competitor results for more effective content
- Writer development and freelancer management, including peer editing and creating editorial guidelines

AIHP, Freelance Marketing and Communications Manager

June 2015 - Aug 2016

- Provided communications and marketing services on a contract basis for this organization.
- Developed weekly blasts, newsletters, specialized marketing materials, and consultation services on organizational events and programs.

Great American Media Services, Editor

2010 - 2013

- Edited and researched special publications and two agriculture industry trade magazines - Fruit Growers News and Vegetable Growers News
- Developed and maintained relationships within the ag industry

F+W Media, Inc, Editorial Director – Outdoor Book Group

2006 - 2008

- Served as the publisher, acquisitions editor, editor, and team leader for Krause Outdoors Books and Gun Digest Books, with 15-24 titles annually
- Wrote and edited books on outdoor living, travel, hunting, firearms, reloading, tactical training, and survival
- Acquired new books and worked with writers and other members of the shooting sports and outdoor media
- Created marketing plans and cost analyses for every project on an 18-month schedule

Cabela's, Writer

2004 - 2006

- Wrote content and copy for the award-winning website as well as content and copy for the catalogs and various projects and marketing materials
- Won recognition from management for creative storytelling

Education

Northern Michigan University, Marquette, MI - *Master of Arts, Creative and Technical Writing* December 2001

- Graduate Assistant on University Communications and Marketing Department projects

Northern Michigan University, Marquette, MI - *B.S., Professional Writing* December 1999