

# **LIST OF SERVICES PROVIDED BY ASHLEY STRICKLAND FREEMAN**

## **EDITING**

- Develop book concepts and proposals
- Provide editorial content and rewrites as needed for retail and direct mail publications
- Collaborate with creative team to define design of package
- Manage editorial production schedule of title
- Plan, schedule and oversee photography, including prop and food styling
- Create copy for catalogs, book jackets, and BLADs
- Direct manuscript through copyedit, proofread and final changes for printer

## **WRITING**

- Book manuscripts for brands, authors, and publishers
- Magazine and newspaper articles
- Web and blog articles
- SEO marketing
- Pitched and approved concepts
- Profile articles
- Product testing and reviews
- Cookbook and restaurant reviews

## **FOOD STYLING**

- Editorial
- Commercial

## **RECIPE TESTING & DEVELOPMENT**

- Editorial
- Commercial
- Menu planning
- Testing