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Megy Karydes is a Chicago-based freelance writer, an adjunct professor at Johns Hopkins University, and a marketing and communications consultant for national and international non-profit organizations. Her writing specialties include general lifestyle, travel, sustainability, entrepreneurship, and architecture. Her byline has appeared in *The Atlantic's CityLab*, *National Geographic's The Plate*, *Politico*, *USA Today*, *Rodale's Organic Life*, *Midwest Living magazine*, *Chicago Tribune*, *Fortune.com*, *Forbes.com*, *Chicago Health magazine*, and several trade magazines. Find her work here: <http://bit.ly/MegysPortfolio>.

FROM BYLINE TO BRAND CHECKLIST

#BylineToBrand

- Author Bio
 - memorable
 - consider SEO
 - review bios you think are strong; what about them appeals to you?
- Your Visual Brand
 - headshot
 - website
 - social media
 - don't forget to re-create your (shorter) bios with relevant hashtags
- Writing Samples