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# BJ Ferguson

## Creative Writer, Journalist, Photographer, Artist

A self-taught Canadian journalist in Oaxaca, Mexico, supported by an international and local community of multiply-marginalized creators, I have written passionately on a wide range of subjects in the fields of science, technology, health, policy, justice, identity, travel and lifestyle.

I have more than a decade of experience as a freelance multi-creative, especially focused on LGBTQ+ storytelling and advocacy. Throughout my career, I have also received support in the form of grants and scholarships from the National Institute of Health Care Management, the American Society for Journalists and Authors, and Out of the Binders Inc 501(c)(3).

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## *Published Work*

My writing has been published in major outlets such as Yahoo! Canada, Esquire, Playboy, Lonely Planet, Ravishly, Xtra, and TIME. I have worked with brands including Avocados from Mexico, Giddy, Care Of, Contently, Wiley, Gilead Sciences, Marriott, and Choice Hotels.

I have written fiction, been employed as a ghostwriter for e-books and web copy, crafted creative nonfiction essays, and produced numerous pieces of journalism and content marketing both for web and print. See my [website](#) for a more extensive written and photo portfolio.

### Journalism

- Xtra, "[Gender-affirming tattooing can bring post-op euphoria](#)" | 2023
- Elemental, "[Why More People Are Coming Out As Trans During the Pandemic](#)" | 2021
- Wiley Diversity in Research, "[Pronouns and Privacy in Higher Ed](#)" | 2020
- Esquire, "[This is What Sex Ed Looks Like Across the Country](#)" | 2019
- [ASJA Magazine Quarterly](#), "The D-Word: how diversity matters in the freelance world" | Fall 2019

### Essays & Op-Eds

- [Unbias the News: why diversity matters in journalism](#), "Words Matter: nonbinary in the newsroom" | 2019
- [Fatventure Mag, Vol 1](#), "Adventurous, Embodied, Adored" | 2018
- Hello Giggles, "[Discussing the Unjust Transgender Military Ban](#)" | 2017
- Ravishly, "[We Need to Talk About the Pressure to Be Femme When You're Fat](#)" | 2017
- Ravishly, "[Stop Treating Me Like My Body Is A Problem To Be Fixed](#)" | 2016

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## *Awards*

### ASJA Scholarship, 2019

Received an attendance scholarship for the New York City conference of the American Society of Authors & Journalists, where I was an active member and mentor.

### Health Journalism Grant, 2018

Was awarded a \$2000 grant for reporting on transgender healthcare in the US for the program, "Gender Identity and Mental Health: what's the cost?"

### BinderCon Scholarship, 2016

Received a scholarship for travel and attendance to the third bicoastal "Out of the Binders" conference in Los Angeles in 2016. I was also involved in the organizing of one of the "Binder" online groups that at its height boasted over 10,000 members.



## ..... *Skills, Education, and Work History* .....

I took my first creative writing class at 18, in my last year of high school, a course I had to study online (in 1999) because it wasn't offered in my rural curriculum. In university, I studied Social Development Studies, then Women's Studies, but left in 2003 for innumerable personal reasons. I began but did not complete an attempt to finish a degree by distance education in 2011. I expect I will return one day, with a better understanding of the accommodations I need as an autistic with ADHD.

My education as a journalist came and continues to come from my community. In addition to the groups and organizations mentioned on the previous page, and the classes below, I am very grateful for a number of editors and fact-checkers who I've worked with over the years, who took chances on me and mentored me when I was new to the industry or a particular aspect of it, and had so much to learn. (So, ten years ago, and also today).

I am consistently active in continuing my education. I remain a member of the Trans Journalists Association, and continue to expand my secondary skills in web and graphic design, and social media.

### EDUCATION

- Writing the Other: Diversity; Dialogue & Dialect; Diverse Worlds
- Writing Personal Essays with Substance, Lilly Dancyger
- Introduction to Writing in Translation, Elisa Wouk Almino
- How to Write (and Publish) Op-Eds, Frankie de la Cretaz
- University of Athabasca, continuing education
- University of Waterloo, Social Development Studies

### SKILLS

- Journalism
- Creative Writing
- Research and Fact Checking
- Photography and Graphic Design
- Content Strategy
- Community Management

### WORK HISTORY

Content Writer | Giddy | 2020 - 2021 | [https://getmegiddy.com/our-authors/Bax\\_J\\_Ferguson](https://getmegiddy.com/our-authors/Bax_J_Ferguson)

- Wrote articles demystifying LGBTQIA+ topics, including transgender healthcare, gender expression, and inclusive relationship dynamics.
- Produced educational guides like "A Cis Person's Guide to Gender Identity" and "Safe Sex Kits 101," fostering accessible dialogue around queer and trans experiences.
- Amplified underrepresented voices in sexual health through intersectional, research-backed storytelling.

Content Writer | Contently | 2017 - 2022

- Avocados from Mexico: Authored SEO-driven lifestyle, health, and nutrition content to elevate brand visibility in competitive consumer markets.
- Marriott: Produced engaging travel guides highlighting cultural and logistical insights for Mexico-based destinations, supporting tourism marketing goals.
- The Freelancer: Contributed thought leadership on inclusive language related to pronoun use best practices for trans representation in media.

Local Expert, Web and Print Writer | Lonely Planet | 2017 - 2019

- Served as Oaxaca's primary local expert, creating 50+ points of interest (writing and photos) covering cultural, culinary, and historical locations across the state.
- Published numerous web articles, and two print features in the Global Distillery Tour book, blending immersive storytelling with practical travel insights.
- Enhanced destination appeal through visually rich, detail-oriented content used by international travelers and guidebook audiences.

News Reporter | Yahoo! Canada | 2015 - 2016

- Reported dozens of stories on justice, identity, and lifestyle topics, driving awareness of grassroots initiatives. Covered breaking news and human-interest stories, blending advocacy with journalistic rigor.
- "Hairdressers trained to help victims of abuse as part of 'Cut It Out' campaign"
- "Amnesty International votes 'Yes' to support sex work decriminalization"
- "First Nations traditions meet fine dining"