

EXPERIENCE

Oct. 2017 - Present

Hearst Digital Media

Digital fellow at Elledecor.com & Veranda.com
New York, NY

- Pitch and write 3-4 news stories a day
- Report long-lead features and develop new story and social franchises
- Optimize stories for SEO and aff-commerce
- Build in-book and syndicated content in Hearst's CMS
- Design social media assets in Photoshop

Sept. 2016 - May 2017

Men's Health

Fashion editorial assistant
New York, NY

- Pitched and produced articles and aff-comm content for website and magazine
- Wrote weekly style newsletter and optimized articles for SEO
- Invoiced and tracked sample shipments and fact-checked product details
- Facilitated desksides with brands and represented the team at industry events
- Managed all social media platforms for MH Style
- Monitored analytics and produced social video content
- Managed executives' calendars, expense reports and edited freelance copy

June 2016 - Aug. 2016

Star Tribune

Features intern
Minneapolis, MN

- Pitched and reported long-lead lifestyle stories and profiles
- Used social media and wire services to hit trending arts stories

April 2013 - April 2016

The Pitt News - Daily newspaper at the University of Pittsburgh

Editor-in-chief
Pittsburgh, PA

- Managed editorial team of 80+ employees and instituted organization-wide training programs
- Facilitated production and social media promotion of daily issues, special editions and digital content
- Instituted best practices for gender-neutral language and inclusivity reporting
- Spearheaded redesign for the paper's website, print layout and mobile app
- Served on Advisory Board to develop long-term business and editorial strategies

Jan. 2016 - May 2016

Carnegie Museum of Art

Editorial intern
Pittsburgh, PA

- Wrote exhibition reviews and longform arts and design stories
- Copy edited and built stories in the museum's CMS

May 2015 - Aug. 2015

Pittsburgh Post-Gazette

News intern
Pittsburgh, PA

- Reported multiple breaking news stories an hour
- Pitched and reported long-lead news features

July 2012 - April 2015

Pittsburgh City Paper

Arts and entertainment intern
Pittsburgh, PA

- Reported feature stories, profiles, reviews and celebrity interviews

FREELANCE

Sept. 2015 - Present

Best Reviews

Writer

- Write product reviews and shopping guides for gear and home goods

June 2017 - Aug. 2017

EnVeritas Group

Freelance content producer

- Produced a travel package on Pittsburgh for an upcoming Google search product

SKILLS

Web/Programming: WordPress, Drupal, SEO, social media, Google Analytics, Mailchimp

Journalism: AP Style, InDesign, Photoshop, Hootsuite, Chartbeat, Crowdtangle, Sprinklr, Dash Hudson

AWARDS

Alexandra L. Rowan Foundation grant recipient, summer 2015

1st place, newswriting, Columbia Scholastic Press Association

EDUCATION

University of Pittsburgh (2016)

Bachelor of Arts, Cum Laude

Major: English Writing

Minor: Poetry

REFERENCES

Brian Boyé - Men's Health
Exec director, fashion + grooming
brian.boyé@rodale.com
212-573-0338

Tom Horgen - Star Tribune
Digital features editor
tom.horgen@startribune.com
612-673-7909

Tom Birdsong - Pittsburgh PG
Assistant managing editor
tbirdsong@post-gazette.com
412-263-3068