

Danielle Fox

foxddanielle@gmail.com

570.778.4209

@foxddanielle

danielledfox.com

experience

- ELLE DECOR / VERANDA - Digital Editorial Fellow** October 2017 - June 2018 (NYC)
- Pitch and develop dozens of daily news stories, long-lead feature pieces, and video scripts each week published on Hearst sites and nationally syndicated
 - Coordinate partnerships and social media franchises with celebrities (i.e. Zac Posen Instagram takeover) and brands for aff-commerce
 - Execute best practices for social content management and promotion to engage and sustain cross-platform digital readership
 - Optimize stories and update evergreen pieces for SEO and aff-commerce
 - Manage social media feeds, design assets, and source content for Instagram and in-book content
- MEN'S HEALTH MAGAZINE - Fashion, Grooming & Gear Editorial Assistant** Sept. 2016 - May 2017 (NYC)
- Pitched and produced hundreds of news and feature pieces, aff-commerce, and video content for digital and print
 - Managed coordination with brands for article fact-checking, delivery of digital assets, and product samples
 - Led community management across all MH social platforms, managed, produced, and scheduled content for MH Style accounts
 - Prepared analytics reports using Google Analytics and research from Chartbeat and Crowdtangle to develop content optimization recommendations for site and social
 - Managed executives' calendars and expense reports
 - Facilitated desksides with brands and represented the magazine at industry events
- STAR TRIBUNE - Features Intern** June 2016 - Aug. 2016 (Minneapolis, MN)
- Pitched, reported, and produced feature packages including profiles and long-read lifestyle stories, as well as breaking news articles
 - Sourced story ideas from developing beat and local connections, social insight tools, and wire services for trending arts stories
- THE PITT NEWS (Daily Student Newspaper) - Editor-in-Chief** April 2013 - April 2016 (Pittsburgh, PA)
- Managed and oversaw editorial team of 80+ employees for production of daily print and digital newspaper, including special editions
 - Spearheaded complete redesign of digital and print products to modernize and enhance readership experience, and introduce new forms of digital content for longform and multimedia packages
 - Instituted organization-wide training programs and style guide changes for gender-inclusive reporting, and served on editorial, executive, and advisory boards to strategize long-term editorial and business goals for the publication
- CARNEGIE MUSEUM OF ART - Editorial Intern** Jan. 2016 - May 2016 (Pittsburgh, PA)
- Wrote exhibition reviews and longform art and design stories
 - Copyedited and produced stories in CMS
- PITTSBURGH POST-GAZETTE - News Intern** May 2015 - Aug. 2015 (Pittsburgh, PA)
- Reported and wrote dozens of breaking news stories each week
 - Pitched and reported long-lead news features
- PITTSBURGH CITY PAPER - Arts & Entertainment Intern** July 2012 - April 2015 (Pittsburgh, PA)
- Reported news stories, profiles, reviews, and celebrity interviews

projects

- CLIPPED NEWSLETTER - Co-Founder** October 2017 - Present (NYC)
- Co-founded and develop a bi-weekly newsletter dedicated to women's magazines, with lookbacks at vintage glossies, interviews with editors of current and defunct magazines, and retrospective studies of feminism in media. [Read here.](#)

freelance

- TRONC, INC. (BEST REVIEWS) - Freelance Writer** October 2017 - Present (NYC)
- Write in-depth product recommendation guides on home and tech goods
 - Write targeted product listicles and explainers for national sites, including spy.com, parenting.com, and bhg.com
- FREELANCE UX WRITER** October 2017 - Present (NYC)
- Developed multiple brands' verbal identities/guidelines and content creation for e-commerce sites
 - Produced localized content for Google Maps services

skills

Tech: Wordpress, Drupal, Mailchimp, Google Analytics, Hootsuite, Chartbeat, Crowdtangle, Sprinklr, Dash Hudson

Creative: InDesign, Photoshop, AP Style, Photography, Visual Concepting and Production Management

education

University of Pittsburgh, 2016
Bachelor of Arts, Cum Laude
English Writing & Poetry

references

Jessica Cumberbatch, Elle Decor
Site Director (Former)
jessica.cumberbatch@gmail.com
917-652-2392

Brian Boyé, Men's Health
Exec. Director, Fashion & Grooming (Former)
bboye@nikecomm.com
917-853-5279

Tom Horgen, Star Tribune
Digital Features Editor
tom.horgen@startribune.com
612-673-7909