

Danielle Fox

Experience

SEPTEMBER 2018 - PRESENT

HelloGiggles, New York City – *Social Media Editor*

- Oversee social strategy across all platforms, including Facebook, Twitter and Instagram
- Coordinate with sales on RFPs and execute sold campaigns
- Increase engagement and growth across all platforms
- Provide metrics, trending reports and packaging direction to editors
- Develop cross-platform and platform-specific social content calendars
- Ideate social franchises and book diverse celebrity and influencer talent
- Produce Instagram Reels averaging +120k views and outperforming competitors
- Collaborated with design on an overhaul of social messaging and templated style guides

SEPTEMBER 2019 - MARCH 2020

Salty, New York City – *Social Media Editor*

- Led social media for the newsletter's paid membership campaign to help pass the mic to its unapologetically queer readership
- Assisted on cover shoots while capturing social video content

OCTOBER 2017 - JUNE 2018

Hearst Magazines, New York City – *Digital Fellow at Elle Decor and Veranda*

- Pitched and wrote daily news stories, long-lead feature pieces and video scripts that were nationally syndicated across Hearst sites
- Optimized and updated evergreen pieces for SEO and e-commerce

SEPTEMBER 2016 - MAY 2017

Men's Health Magazine, New York City – *Fashion, Grooming & Gear Editorial Assistant*

- Pitched and wrote hundreds of news and feature stories for digital and print
- Scheduled content and led community management across MH Style's social platforms

JUNE 2016 - AUGUST 2016

Star Tribune, Minneapolis – *Features Intern*

- Pitched and reported profiles and long-read lifestyle stories

Skills

Wordpress, Mailchimp, Google Analytics, True Anthem, Chartbeat, Crowdtangle, Curalate, Semrush, InDesign, Photoshop, AP Style

Education

2012 - 2016

University of Pittsburgh
Bachelor of Arts in English, Cum Laude