

EXPERIENCE.

Freelance Writer, July 2007 – Present

- Published at: *Esquire.com*, *Women's Wear Daily*, *Daytrotter.com*, *Venus Zine*, *JamBase.com*, *AmericanApparel.net*, *Racked.com*, *The217.com* and *CollegeOTR.com*
- Columnist for: *The Daily Illini*, *SmilePolitely.com*, *Buzz Weekly* and *College News*

College Marketing Representative, Sony Music, Champaign, Ill., March 2007 – Present

- Create visibility, excitement and awareness of Sony priority artists through campus, retail, online and lifestyle account marketing
- Facilitate exposure for emerging artists at campus events, concerts and weekly DJ nights
- Manage all promotions for touring acts in the Champaign-Urbana market

Music Editor, *Buzz Weekly*, Illini Media Company, Champaign, Ill., January 2007 – March 2008

- Produced, created and edited music content for entertainment weekly with circulation of 27,000
- Revamped music section by tripling its size and developing 6 new weekly features
- Assisted and executed a full online and print redesign while managing a 20-member staff
- Recipient of Associated Collegiate Press' Pacemaker Award, 2008

Publicist, *Daytrotter.com*, April 2009 – Present

- Communicate with artists, labels and managers daily to promote *Daytrotter* in-studio sessions

Editor, *In The Aeroplane, Over UC*, Champaign, Ill., March 2008 – May 2009

- Provide in-depth concert reviews, exclusives and daily local music news for *OverUC.com*
- Photograph live shows and manage all visual and text content for entirely self-created site
- Led promotions that doubled readership and developed a community and campus-recognized brand

Web Assistant/Intern, Charla Krupp, author of *How Not To Look Old*, April 2009 – Present

- Maintain daily blog content and all social networking site presence for *How Not To Look Old*

Web Editorial Intern, *Esquire.com*, Hearst Corp., New York, May – July 2008

- Aided in revamping *Esquire's* digital archive of print stories from the past 15 years
- Reconfigured hundreds of stories in Hearst Corporation's CMS by editing headlines and HTML code

Editorial Intern, *Women's Wear Daily - Beauty Biz*, Condé Nast, New York, May – July 2008

- Assisted with copy-editing and photo shoots, and co-created *Women's Wear Daily* front covers
- Wrote and proposed front-of-book pieces on product trends and contributed to *WWDMusic*

Intern, Polyvinyl Record Co., Champaign, Ill., September 2006 – May 2007

- Promoted 6 new CD releases by handling press kits to 350 venues and media outlets
- Edited publicity mailings for roster of 37 artists and wrote a retail one-sheet for band Joan of Arc

EDUCATION, ACTIVITIES AND INTERESTS.

B.S. in News-Editorial Journalism, University of Illinois at Urbana-Champaign, GPA: 3.6/4.0

- Hugh Hefner Scholarship Recipient for Excellence in Magazine Journalism, 2008
- Alpha Lambda Delta Honor Society; Mimi Grant Fund Recipient for Journalism, 2008
- Vice Chairwoman, College of Media Student Advisory Council; Dana M. Ewell Award, 2009
- Stage and Production Manager for Star-Course student-run concert organization, 2006-2007
- Interests include concert photography, modern dance, fashion blogs and street food vendors