

## EXPERIENCE

Quartz, New York, New York (July 2016 – )

Deputy Ideas Editor

- leading Quartz’s opinion coverage in technology, science, and design, as well as contributing op-eds in culture, business, and politics
- managing a global team of industry experts and journalists, including Nobel Prize-winning scientists, Silicon Valley CEOs, Ivy League professors, and award-winning authors
- recruiting fresh voices for op-ed pieces and surveying the existing opinion landscape
- strategizing optimization opportunities within the digital realm and analyzing audience metrics to determine content direction
- liaising with other editorial branches to concept multidimensional content, including the data team, video journalists, Quartz bot studio, and Quartz AI research lab
- owning a story from beginning to end: commissioning, editing, packaging (heds, deks, wire-image sourcing, etc), and producing all content
- copyediting all Quartz ideas content
- acting as fill-in Quartz mobile app editor

*Kinfolk* magazine, Portland, Oregon (July 2013 – June 2016)

Editor

- lead a team of internationally based creatives—including an art director, managing editor, designer, copy editor, contributing editors, fact checkers, and 60+ freelance contributors—to create a quarterly print magazine with a readership of 300,000+
- worked with writers, authors, and academics on all stages of copy from idea conception to commissioning, structure edits, line edits, and applying copy edits and fact checks
- strategized and implemented business stratagems for increased distribution, diversified income streams, and identifying other potential revenue sources
- managed and edited *kinfolk.com* (1 million monthly page impressions) and all social media platforms (a combined reach of 1.25 million followers)
- lead the integration of multi-platform advertising and advertorial initiatives
- managed editorial budgets, deadline schedules, and print production calendars
- managed licensee contracts with foreign editions in Japan, China, Korea, and Russia, including overseeing the translation of the magazine into four languages and helping curate on-brand content for their accompanying syndicated mini-publications
- conceptualized and edited *The Kinfolk Home*, which became a 2015 *New York Times* best seller
- wrote feature articles and interviewed subjects for profile features
- developed and maintained a consistent brand identity and voice across all platforms

*frankie* magazine, Melbourne, Australia (Aug 2010 – Mar 2013)

Assistant Editor / Online Editor

- second-in-command of a bimonthly print magazine with an international readership of 250,000, which won Australian Magazine of the Year in both 2012 and 2013
- acted as staff writer, focusing on arts- and culture-based interviews and articles
- managed and commissioned a team of contributors as editor of *frankie.com.au*
- grew web traffic 30% YOY and managed the largest social media network in Australia
- managed all advertising and advertorial partnerships

*Lifelounge*, Melbourne, Australia (Feb 2010 – Aug 2010)

Staff Writer / Stand-in Editor

- wrote up to eight articles daily for *lifelounge.com.au* and contributed to *Lifelounge* magazine
- edited and curated *lifelounge.com.au* when the Editor was absent
- managed back-end content management systems and all social media accounts
- wrote advertising copy for *Lifelounge's* media agency

Australian Consolidated Press, New York, New York (Oct 2008 – Dec 2008)

Editorial Assistant

- packaged cultural and current affairs news for ACP (now Bauer Media) publications, such as *Australian Geographic* and *Harper's Bazaar*, in their New York bureau
- assistant-managed the licensing for photo-buying accounts and FTP systems

Freelance Writer and Editor (Oct 2007 – )

- Writer: *Interview*, *Printed Pages*, *The FADER*, *Huffington Post*, *Smith Journal* and more (2007 – )
- Editor: currently conceptualizing and editing a management book with a c-suite executive at a Fortune 500 company (further details under a NDA) (2017)
- Author: *Maia Flore: Rememories* (2015)
- Media Manager: Forest For The Trees mural festival (2015), Opera Gallery New York (now Allouche Gallery) (2013), Young & Free—Australian Street Art exhibition (2011)

## EDUCATION

MIT (Royal Melbourne Institute of Technology), Melbourne

Bachelor of Communications, Major in Journalism

GPA 3.9, MIT Journalism Award, Professional Communication Award

Swinburne University of Technology, Melbourne

Certificate in Web Development

## SPEAKING ENGAGEMENTS

- Future of Storytelling Festival — New York, New York (October 2016)
- VIVID Arts Festival — Sydney, Australia (May 2016)
- ACMI Speaker Series — Melbourne, Australia (May 2016)
- The Moth StorySLAM — Portland, Oregon, numerous occasions (2015-2016)
- Wieden+Kennedy's "Be Honest" — Portland, Oregon (May 2015)
- Portland State University's "Transmit Culture" — Portland, Oregon (March 2015)
- Perth International Writers Festival — Perth, Australia (February 2015)
- PechaKucha PDX's "Creative Intersections" — Portland, Oregon (October 2014)

## OTHER SKILLS

- strong knowledge of AP Style, Chicago Style and editing in both American and British English
- strong knowledge of print publication business models and stratagems
- strong knowledge of HTML, CMSs, and social-media aggregators
- strong knowledge of InDesign, working knowledge of Photoshop
- can speak conversational Japanese and a little Hindi
- can write a limerick on any subject in five minutes
- extremely nice