

HANIYA RAE

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STATEMENT

I am a journalist interested in the intersection between design, technology, and the environment.

BYLINES

Allure, Architectural Digest, The Atlantic, The Atlantic's CityLab, The Chronicle of the Horse, Communication Arts, Curbed, Elle Decor, Forbes, The Globe & Mail, Guernica, The Japan Times, Landscape Architecture Magazine, The Los Angeles Times, Ms. Magazine, PC Magazine, Popular Science, Publishers Weekly, Sierra Magazine, and Hearst's Snapchat publication, Sweet

BRANDED CONTENT

Adobe, Autodesk, Cornell Tech, NBCUniversal, Rubicon, ShareThis, The Trade Desk, xAd

EDUCATION

NYU SCPS & CUNY GRADUATE

JOURNALISM SCHOOL

Journalism courses taken: Reporting, Feature Writing, Copyediting and Proofreading, Social Media Research for Newsgathering

THE MARYLAND INSTITUTE COLLEGE OF

ART - BFA - ART & ART HISTORY

GRADUATED MAY 2010

Graduated Summa Cum Laude. Academic Excellence Scholarship. Appointed to senior council, hired as an orientation leader. Dean's list. Awarded a France-Merrick Fellowship.

STAFF POSITIONS

ASSOCIATE EDITOR, COTTAGES & GARDENS

FEB. 2015 - CURRENT

- I am responsible for writing, editing, and producing Market and News FOB sections on deadline, sometimes closing two issues (NYC&G and HC&G) at once.
- I edit and coordinate copy with freelancers
- I work directly with the editor-in-chief to conceive new formats for the magazine, toss around story ideas for sections outside of my own.
- I pitch and write magazine features.
- I attend market appointments and maintain relationships with brands that important to our advertising sales and editorial team. I am the "face" of NYC&G and HC&G, along with the editor-in-chief.
- I work with photographers on shoots for a new section I helped conceive, "Designer at Work"
- I recently became the editor of the magazine's Jewelry section, for which I am currently establishing connections with luxury jewelry houses and fashion brands. I've also taken on editing the Table of Contents for both magazines, a task previously held by the managing editor.

Brands I've worked with include Arper, Bang & Olufsen, B & B Italia, Carl Hansen, Cassina, Coco-Mat, Fantini, Flos, Foscarini, Herman Miller, The Home Depot, Janus et Cie, Knoll, Kohler, Lobjmeyr, Paola Lenti, Poltrona Frau, Restoration Hardware, Rolf Benz, Steelcase, Savoir, Smeg, Tom Dixon, Tucci, Vispring, Waterworks, West Elm, William Sonoma, among others.

ASSISTANT EDITOR, DIGIDAY

DEC. 2012 - APR. 2014

- I doubled Digiday's social media following within the first six months of my position as a social media manager. I used Google Analytics and Social Flow to track my progress and make recommendations for the editorial team.
- I was promoted to multi-media producer after seven months as I was doing photography, photo editing, video, video editing, and working with the creative team on a new brand identity for the publication.
- I worked with a programming company along with the creative team to establish a solid UX design and easier, reader-friendly experience geared to encourage more social sharing and reader comments.
- I was promoted again at 10 months to assistant editor, where I took on the responsibility of programming and sending out the daily editorial newsletter. I was also in charge of reviewing the newsletter analytics alongside the social and website analytics for a holistic view of the publication's progress.
- I established content licensing partnerships with Factiva which contributed extra revenue to Digiday.

Brands I worked with include Adidas, Clorox, Duracell, Goodyear, Honda, Netflix, Nissan, Sephora, Sony, among others.

SIDE PROJECTS

FORBES CONTRIBUTOR

- I cover the retail industry and consumer products and wearables as a contributing writer to Forbes.
- I am responsible for sourcing photography, doing independent research, producing my own posts in WordPress, and driving social traffic to each story I write.

ALTERNATIVE CIRCUIT NEWSLETTER

- As one of my passions is the future of computing and how it will be ubiquitous in the near future, I research, write, edit, art direct a bi-weekly to monthly newsletter, Alternative Circuit about the advancements in technology surrounding the wearables industry.
- I make connections and write about researchers around the world, wearables designers, and other technology organizations actively engaged within the industry.
- I frequently attend industry events and write about new products or discoveries in real-time.

PAST: ASSISTANT ART EDITOR, GUERNICA

- As an assistant art editor for Guernica magazine, an online magazine about art and politics (volunteer position), I worked with freelance writers, artists, galleries major book publishers, as well as other editors on the Guernica team, to build out the art section.
- I helped the publication establish a social media playbook, and worked with the social media editor to establish new social channels.
- I sourced and edited photos for every section, and occasionally produced and edited video content for the art section.