

Nicole Conlan

Los Angeles, CA
303-929-9608
nconlan@usc.edu

EDUCATION

University of Southern California, Sol Price School of Public Policy — Los Angeles, CA
Master of Planning Anticipated May 2019

- *Membership:* Price Women and Allies, ASPD
- *Related Coursework:* Institutional and Policy Issues in Transportation, Legal Environment of Planning, History of Planning and Urban Form

New York University, Gallatin School of Individualized Study — New York, NY
Bachelor of Arts: Individualized - Television Writing and Production

- *Honors:* Dean's Honor List
- *Membership:* Dangerbox Improv, EarthMatters

EXPERIENCE

Head of Social, Above Average; New York, NY 2016-2017

- Managed a team of 6 people across 2 websites
- Tripled production output in the first month
- Developed and pitched 6 original series with goal of monetization
- Coordinated release strategy for videos including cross-platform integration

Video Producer, SB Nation (Vox); New York, NY 2015-2016

- Doubled median views on Facebook videos and tripled video output
- Identified important news stories and turned them into videos
- Developed Facebook Live video strategy and original series

Video Project Manager/Weekend Editor, Jalopnik (Gawker); New York, NY 2015

- Launched Jalopnik's YouTube channel, garnering 100,000 subscribers in 6 months
- Produced 6 original series with over 60 videos
- Scripted, shot and edited Gawker's most successful video (4 million views), which aired on *The Late Show with Stephen Colbert* and *Good Morning America*
- Developed social strategy for sharing articles and videos across platforms

Associate Producer, Sports Illustrated (Time Inc); New York, NY 2014-2015

- Produced and wrote 3 original video series, averaging 50,000 views per episode
- Assigned, wrote, and edited news stories and features
- Increased Extra Mustard social media followers by 200% in the first 3 months
- Pitched and wrote branded content in response to RFPs

ADDITIONAL INFORMATION

- Computer: Adobe (Photoshop, InDesign, Premiere, After Effects), basic GIS, web analytics
- Volunteer: Citizens Climate Lobby
- Interests: Improv comedy, golf, winter sports, fitness (NCCPT certified personal trainer), animated television and movies, burritos