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## Corporate Experience

Senior Writer, **Beauty Brands**. Bernstein-Rein Advertising. Kansas City, MO 2015 – 2016

- Provided copy for interactive and print marketing materials including mailers, emails and in-store signage
- Attended monthly kick-off meetings to discuss project direction and strategize marketing initiatives
- Worked closely with designers, merchants and marketing department; managed small team of writers
- Brainstormed and executed the incorporation of product testimonials into print materials to increase sales

Content Marketing Strategist, **PlattForm**. Lenexa, KS 2014 – 2015

- Strategize SEO campaigns for clients including traditional universities and career colleges
- Manage and execute SEO projects including keyword research and integration, linkbuilding, content creation, A/B testing, social media consulting and overall website optimization
- Work with creative teams to improve user experience, site architecture and conversion elements
- Provide monthly reports to internal teams and clients on website traffic and inquiry generation
- Received November 2014 Brand Champion Award for social media efforts in relation to PlattForm

Staff Writer, **truTV.com**. Turner Broadcasting. New York, NY 2010 – 2014

- Pitched and wrote blog posts, photo galleries and listicles for truTV's *Dumb As A Blog*
- Formatted photo galleries and worked with photo editor to select and resize gallery images
- Provided marketing copy for email blasts, on-air website promotions and episode descriptions
- Assisted with community engagement and management of *DAAB* social media accounts
- Implemented a YouTube strategy that grew brand reach via increased subscribers and views, and leveraged the cross-promotional power of the platform in driving to other branded products
- Launched organic traffic acquisition efforts including truTV.com's partner traffic exchange program by fostering relationships and managing traffic goals with our partner sites; tracked in/out traffic using Omniture SiteCatalyst; provided monthly reports on partnership traffic exchange

Copywriter, **Alloy Merchandising**. dELiA\*s Inc. New York, NY 2008 – 2010

- Sole copywriter for the Alloy merchandising brand; collaborated with fashion director, art director and web editor on print and digital marketing campaigns for the popular junior clothing retailer
- Wrote and edited product copy for catalog and web, as well as creative heds, deks and blurbs
- Contributed and executed test ideas for quarterly web and email creative strategies
- Monitored retail competitors from a digital standpoint and provided weekly reports on findings

Associate Editor, **M Magazine**. Bauer Publishing. Englewood Cliffs, NJ 2003 – 2008

- Pitched, researched and wrote entertainment, fashion and beauty stories of interest to teen girls
- Conducted interviews and coordinated photo shoots with talent; represented magazine at market events
- Cultivated industry PR contacts; requested fashion and beauty products; directed and styled photo shoots
- Worked with photo and art departments on developing story packages
- Managed editorial internship program through recruiting and hiring seasonal interns

## Freelance Experience

Managing Editor, **Jacksonville Moms Blog**. Jacksonville, FL 2016 – Present

- Manage team of 25 contributors, assigning, editing, formatting and scheduling blog posts for publication
- Pitch and write blog posts targeting the Jax Moms Blog audience; schedule and post to social media

Freelance Writer, **ET Online**. Los Angeles, CA 2015 – Present

- Research, write and report on breaking news stories relating to entertainment, fashion and beauty for *Entertainment Tonight* website; curate, research and write features, listicles and photo galleries
- Cover eight-hour news shifts as-needed, writing and organizing content, photos and inline links for CMS

Freelance Writer, **MTV News**. New York, NY 2012 – Present

- Pitch, research and write television-based news stories, listicles, polls and conversation pieces
- Cover live events for MTV.com including the *MTV Video Music Awards* and *MTV Movie Awards*

Digital Content Producer, **Sony Music Entertainment**. New York, NY 2007 – 2016

- Developed online personality for official Britney Spears label site, *Britney.com*; managed and updated website with blog posts, photos and video content; launched and maintained social media accounts with combined reach of 1.4m; secured guest blogs; fostered community engagement; wrote email blasts
- Assisted with rebrand and oversaw social media strategy for hip-hop artist Jordin Sparks
- Managed digital presence for British pop artist Cher Lloyd; brainstormed and executed street team missions and fan meet-ups; worked with label to curate social media strategy
- Assisted with social media and content strategy for emerging artists including FHB and Guy Sebastian
- Executed viral grassroots marketing campaigns, managed social media strategies and launched official U.S. websites for a variety of international recording artists

Misc. Freelance Projects

- Writer, **HISTORY, A&E** (2015): Strategized and wrote entries for marketing industry awards
- Writer, **ZinePak** (2013, 2015): Conducted interviews, strategized content and layout, researched and wrote mini-books for Mary J. Blige holiday album and R5 sophomore album
- Writer & Social Media Manager, **Stark Collective** (2013): Wrote marketing copy for remodeling company website and brochures; managed social media accounts and executed campaigns
- Social Media Manager, **WE tv** (2012–2014): Curated and executed social media strategy with a combined reach of 500K+, including online giveaways and hashtag marketing campaigns; developed live show tweets and wrote episode recaps for hit WE tv shows including *Braxton Family Values* and *Kendra on Top*
- Managed social media and ghostwrote for small businesses including a beauty boutique, gym, dance studio, home remodeling agency and wealth management company
- Performed website consulting, copywriting and social media management for **Camplified**, **Charles Nolan**, **FashionEdits.com** and Atlantic Recording artist **Cody Simpson**
- Have also written and reported for **Glamour**, **AOL's Spinner.com**, **Crushable.com**, **iheartheels.com**, **Generation Boom**, **Best Body Magazine** and **Kansas City's Pitch Weekly**

Editorial Internships & College Experience

- Intern, **Us Weekly** (Fall 2003): Attended press conferences; researched and reported on features
- Intern, **Kansas City Magazine** (Summer 2003): Wrote blurbs and TOC copy; proofread features
- Dept. Editor, **Vox** (Spring 2003): Edited and fact-checked features; developed story packages
- Intern, **Seventeen** (Summer 2002): Fact-checked features; selected reader submissions; pitched ideas for *Seventeen.com*; participated in fashion photo shoot; represented magazine at events
- Reporter, **Columbia Missourian** (Fall 2001): Reported on breaking news stories, including 9/11
- Managing Editor, **The Greek Chronicle** (2000 – 2003): Oversaw small team of reporters for Mizzou's Greek newspaper; conducted interviews and wrote in-depth personality profiles

Education

Bachelor of Journalism (Emphasis: Magazine Journalism) — University of Missouri, May 2003

Technical Skills & Activities

- Experienced with PC/Mac, Microsoft Office, Google Analytics, Webmaster Tools, Adobe Photoshop, InDesign, issue tracking software, basic HTML, e-Commerce, SEO and AP Style
- Ability to navigate, manage and monitor analytics for various social media platforms including Facebook, Twitter, Instagram, Pinterest, Tumblr, Google+, Snapchat and Vine
- Skilled with content management systems including WordPress, Drupal, Magento and Bricolage
- Proficient with small-business email marketing platforms including iContact and MailChimp
- Judge, 2005 City & Regional Magazine Awards and 2015 Great Plains Journalism Awards
- Event Co-Chair, American Cancer Society's Relay For Life of KCMO (2013 – 2015)