

CASSIDY HOPKINS

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WORK EXPERIENCE:

Digital Editorial Intern

Jan. 2016 - Present

Boston Magazine - Boston, MA

- o Pitch and write stories for bostonmagazine.com
- o Write and research content for social media networks
- o Assist with the Weddings section through interviews, photo galleries and as-told-to articles

Digital Editorial Intern

Sept. 2015 - Dec. 2015

The Hollywood Reporter - Los Angeles, CA

- o Pitched and write editorial content
- o Converted weekly magazine into digital version during rollout
- o Conducted research for articles and galleries
- o Assisted various web editors and managers with web production tasks
- o Managed THR's Tumblr, Pinterest and Facebook Live Feed accounts

Digital Content Intern

June 2015 - Aug. 2015

Turner Broadcasting - New York, NY

- o Created editorial content related to truTV's various on-air properties
- o Assisted with social media strategy, creation, outreach, and analytics
- o Curated and edited photographs and screengrabs for online use
- o Collaborated with counterparts in the marketing team for various promotions and initiatives
- o Pitched development ideas to executives
- o Worked as a production assistant during on-location shoots

Digital Production Intern

Oct. 2013 - May 2015

Her Campus Media - Boston, MA

- o Produced both written and multimedia content for HerCampus.com
- o Assessed and recorded the company's social media analytics
- o Communicated with various partners and sponsors in order to generate giveaways and promotions
- o Built, distributed, and analyzed polls in order to gather information on site efficiency and UX
- o Covered the Sochi 2014 Olympics for HerCampus.com via blogs and recaps under tight deadlines
- o Oversaw and advised five international Her Campus Chapters in the United Kingdom

Contributing Writer: The Huffington Post, Seventeen Magazine, Napa Valley Register

EDUCATION:

Emerson College - Boston, MA

B.S. Journalism

Anticipated Graduation: May 2016

University of Westminster - London

Semester Study Abroad

Fall 2014

SKILLS

HTML | InDesign | Microsoft Office | Final Cut Pro X | DSLR Photography | Social Media | SEO | Photoshop | Avid | Tweet Deck