

# KELSEY NGUYEN

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## PROFILE

Writer, blogger and digital storyteller with experience in editorial and social media content production. Written works range across a diverse spectrum, covering fashion, beauty, travel, lifestyle and entertainment.

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## EDUCATION

**New York University** **Sept 2013 – May 2017**  
Bachelor of Science in Media, Culture, and Communications

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## SKILLS

Adobe Photoshop/InDesign    HTML/CSS    CMS Platforms  
Final Cut Pro    Blogger/Wordpress

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## EXPERIENCE

**Runaway In LA, Blogger** **June 2009 – Present**  
Conceptualize and produce outfit shoots, style guides, travel articles and personal essays; collaborate with brands on sponsored content; utilize social media platforms to network and promote material.

**Bustle.com, Fashion + Beauty Editorial Intern** **Oct 2015 – May 2017**  
Pitched and produced news/feature stories for fashion and beauty verticals with SEO integration; conducted story and photo research; assisted with photo and video shoot production; supervised samples for fashion and beauty closet.

**Various, Freelance Writer** **June 2014 – Present**  
Clients include POPSUGAR, Bespoke + For, NICHE: The Apothecary Journal and Pursebox; pitch evergreen stories on fashion, beauty, travel and lifestyle; write compelling fashion copy to advertise products and engage readership.

**Harper's BAZAAR, Digital Editorial Intern** **Sept 2014 – Dec 2014**  
Assisted with editorial content creation for ShopBazaar.com and Bazaar.com; wrote copy for e-commerce products; managed content for Pinterest, Twitter and Facebook social media platforms.

**NYLON, Online Editorial Intern** **Jan 2014 – May 2014**  
Produced stories for fashion, beauty, music, and pop culture verticals; conducted and transcribed interviews; assisted in product market research; managed content for Tumblr, Pinterest and Google+ social media platforms.

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