

Brooke Schuldt

schuldtbrooke@gmail.com
@babblingbrookeblog
brookeschuldt.com

Career Experience:

- **New York Family Magazine**, Associate Editor/Social Media Manager (September 2016-present)
 - Pitch and write content for print magazine and newyorkfamily.com on a weekly basis
 - Assign, edit, and produce weekly local event and news articles on WordPress
 - Act as a writing coach for interns while assigning them print and web stories and managing freelance writers who contribute web and print content
 - Work directly with beauty, fashion, lifestyle, and local event PR companies to create relevant editorial content
 - Post to Facebook, Twitter, and Instagram daily as well as organize, direct, produce, and host weekly Facebook Live shows
 - Gather, calculate, and present social analytics to the editorial and marketing team
 - Create weekly local news and event newsletter in MailChimp
- **SHAPE.com, FitnessMagazine.com, BRIDES.com, StyleFox.com**, Freelance Writer (2015-present)
 - Contribute first person stories, beauty tutorials, fashion news, recipe round ups, celebrity news, feature stories, and fitness/nutritional news stories monthly
- **BRIDES.com**, Assistant Web Producer (May 2016- September 2016)
 - Built blog posts and slideshows via Teamsite and Moveable Type
 - Completed photo research and edited photos in Photoshop
 - Assisted with pitching ideas, writing copy, and scheduling social media posts
 - Wrote blog posts and news articles as well as pitched slideshow ideas
- **Thrillist.com**, Editorial Production Assistant (July 2015-April 2016)
 - Wrote and researched multiple stories a week
 - Made sure photo content looked presentable when shared on various social media platforms, which required editing photos on Adobe Photoshop and sourcing images when needed
 - Built and coded content in their CMS System using HTML and CSS
 - Utilized tagging and SEO features in the CMS to promote content
 - Copy edited daily newsletters
- **SHAPE Magazine**, Freelance Editorial Assistant/Social Media Intern (Summer 2015)
 - Wrote blog posts, news articles, and built slideshows
 - Wrote copy for small, front-of-book style stories
 - Pitched campaigns for Facebook, Twitter, and Pinterest
 - Scheduled and posted daily on social media accounts for *Fitness* and *SHAPE* via Sprout
 - Used analytics to track social media traffic
- **Fitness Magazine**, Editorial Intern (Spring 2015)
- **Parents Magazine**, Editorial Intern (Fall 2014)
- **The Pioneer Times**, Executive Editor (2013-2014)
- **The Beacon Newspaper**, Editor-in-Chief/ Entertainment News Editor (2010-2014)
- **The Glen Rock Patch**, Freelance Reporter (2010-2011)

Skills: Sprout | Social Media | Blogging with WordPress, Weebly, and Squarespace | HTML | SEO | Feature & News Writing | Researching | MailChimp | Copy Editing | Skyword | Analytics Tracking

Education: William Paterson University, Wayne NJ
Bachelor of Communications, graduated December 2014
Concentration: Print Journalism and Public Relations

Social Media: @babblingbrookeblog

Online Resume: brookeschuldt.com

Personal Blog: Babbling Brooke, babblingbrookeblog.com