

EMMA REYNOLDS

DIGITAL EDITOR

CONTACT

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EDUCATION

BACHELOR OF JOURNALISM: MAGAZINE PUBLISHING
MINOR: TEXTILE & APPAREL MANAGEMENT
UNIVERSITY OF MISSOURI-COLUMBIA | 2011 - 2015



EXPERIENCE

CHICAGOMOD

DIGITAL EDITOR | JANUARY 2017 - PRESENT

- Lead editorial operations for MOD Media's luxury lifestyle titles, including *ChicagoMOD*, *HudsonMOD*, and *New York Spaces*
- Write and edit articles (beauty, wellness, fashion, art and culture) for both print and digital channels, as well as manage all social media channels (Twitter, Facebook, Instagram)
- Interview industry professionals, act as ambassador for *ChicagoMOD* at press events, hire freelancers, manage interns, and plan events

ASSOCIATED PUBLICATIONS

ASSISTANT EDITOR | MARCH 2016 - JANUARY 2017

- Wrote and edited featured for general market publications (*Sophisticate's Hairstyle Guide* and *Sophisticate's Black Hair*) following AP Style
- Interviewed beauty industry experts and celebrities for both the print and digital channels of both magazines
- Generated web and social media content daily for both publications

THE BEAUTY GIRL

INTERN | OCTOBER 2015 - MARCH 2016

- Pitched and wrote fashion and beauty content for TheBeautyGirl.com, founded by national beauty editor and beauty expert, Nicole Pearl
- Maintained social media channels for TheBeautyGirl.com and attended Chicago-based influencer beauty events for national brands, such as Clarins, Dior and Nordstrom
- Strategized social media and web traffic growth for the beauty site

REDBOOK MAGAZINE

FASHION INTERN | MAY 2014 - AUGUST 2014

- Managed the fashion closet (clothing, accessories and jewelry samples) for *Redbook* magazine
- Collaborated with fashion editors in selecting samples for stories and photoshoots
- Assisted on photoshoots for the magazine and worked closely with PR firms to secure items

HEALTHISTA.COM

STAFF WRITER | JANUARY 2014 - APRIL 2014

- As part of a work-study abroad program in London, I was a staff writer for health and wellness site, Healthista.com
- Interviewed industry professionals and wrote articles on the topics of health, fashion, beauty and wellness
- Reviewed fitness classes and new openings in London, as well as managed the social media handles for the brand



SKILLS

- MS Office, AP Style, Adobe InDesign, CMS, Google Analytics, Constant Contact, MailChimp, Multimedia Reporting, Social Media (Instagram, Facebook, Twitter, Snapchat), Hootsuite