

## Hello

# I'm Bree Wilde

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## Summary

Editorial director with 14 years experience in web publishing, content curation and community management. Well versed in digital product development. A passion for writing, research, storytelling and building and leading teams of content creators.

## Experience

March 2012 - Current

### **Live Nation Entertainment, Los Angeles** - *Director of Editorial*

- Organize and maintain the annual and monthly editorial calendars.
- Spearhead weekly editorial meetings while brainstorming and assigning feature pieces.
- Lead breakout meetings for festivals, seasonal feature packages, and major music events.
- Author and host web-based video series for LN sponsors such as Skype, Jeep, Pepsi and Absolut
- Supervise and approve the rollout of all exclusive video premieres.
- Conceptualize distinctive editorial products for Live Nation's sales team
- Advance ongoing editorial strategies based on marketing analytics and engagement metrics.
- Conceptualize, pitch and produce creative, relevant content in order to promote live music tours in the pre-show, during show and post-show states.

August 2010 - MARCH 2012

### **Buzznet.com, Los Angeles** - *Music Editor*

- Developing, producing and promoting compelling web-based editorial music content for a website that gets over 3 million monthly visitors.
- Manage a group of contributing writers nationwide, as well as a photographer stringer network.

APRIL 2006 - AUGUST 2010

**Buzznet.com, Los Angeles** - *Writer*

## **Education**

2002 - 2006

**Cal State LA, Location** - *BA in Communications*