

# DAN CLARENDON

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🌐 danclarendon.com

## EXPERIENCE

**Features Editor** (2015 – 2017), **Associate Editor** (2014 – 2015), **Assistant Editor** (2012 – 2014), **Freelancer** (2010 – 2012)

*Wetpaint, Chicago, IL / New York, NY*

- Devised long-form, in-depth, media-rich content — including features, op-eds, photo galleries, and recaps
- Wrote more than 3,700 articles and galleries on pop culture and TV
- Created content that attracted more than 5.3 million pageviews in a two-month timeframe
- Achieved membership into the GALECA: The Society of LGBTQ Entertainment Critics
- Turned a 10-slide gallery into an 80-slide gallery that became *Wetpaint's* most popular post (with more than 17 million pageviews from more than 685,000 unique visitors)
- Managed show sites and served as expert for *Game of Thrones*, *Grey's Anatomy*, *American Horror Story*, and *True Blood*
- Managed and assigned stories to freelancers
- Analyzed site traffic and web trends to seize timely opportunities
- Strategized with social media promoters on ideas and angles for maximum social traffic
- Provided live coverage during TV episodes and award shows
- Arranged and conducted exclusive interviews with TV actors and reality stars
- Provided copy for marketing and brand identity purposes
- Liaised with syndication partners in traffic exchange, ensuring 300,000 pageviews a month
- Trained new employees and freelancers on content management system
- Attended exclusive events, press junkets, and TV set visits

**Blogger** / *Primetively, Chicago, IL / New York, NY*

2009 – Present

- Wrote more than 100 posts of television commentary in personal blog ([www.primetively.com](http://www.primetively.com))

**Specialist** / *Apple, New York, NY*

2011 – 2012

- Determined and positioned the right technology and services for each customer

**Editor-in-Chief, Staff Writer, Entertainment Editor, Layout Editor, Copy Editor** / *The Climax newspaper, Amherst, MA*

2006 – 2010

- Wrote and edited articles, led sections, assembled layout, and designed advertisements

**Corps Member** / *City Year (AmeriCorps), Chicago, IL*

2005 – 2006

- Did literacy tutoring with elementary school students and ran an after-school program

## EDUCATION

**Bachelor of Arts** / *Hampshire College*

FALL 2014 – SPRING 2016

- Received B.A. degree in screenwriting and television studies

## SKILLS

- Proficient in Adobe products (Photoshop, Premiere, InDesign, After Effects)
- Proficient in web content creation, including HTML, CSS, and Wordpress
- Seasoned in pop culture/TV writing, screenwriting, photography, design
- Adept at Microsoft Office programs and Google Drive applications
- Experienced in editing software, e.g. Final Cut and iMovie