

# Dan Clarendon he/him

---

## SUMMARY

I have 13 years of professional writing experience. I wrote more than 5,000 articles and galleries for Wetpaint and Us Weekly and hundreds more for other outlets, and I was the content writer for the tech startup Werk. I'm also a graphic designer.

## EXPERIENCE

### Freelance Journalist 2017–present

New York Daily News, Teen Vogue, LGBTQ Nation, Queerty, TV Insider, Centennial Media, Daily Mail, A Plus, Marie Claire, Life & Style, In Touch, Closer Weekly, TV Insider, Distractify, Market Realist, The List

- Writing articles and features in high volume on Wordpress and other CMS backends
- Adapting copy to each publication's style guide, tone, audience, and SEO tactics
- Toggling between multiple projects each workday and meeting deadlines for each

### Writer 2018–2020

Us Weekly, Chicago, IL (remote)

- Pitched, wrote, and published several articles, galleries, and updates each workday
- Scheduled content around significant dates in editorial calendar
- Promoted content on social media channels
- Used Google Analytics to seize traffic-driving opportunities

### Content Writer 2017–2019

Werk, Chicago, IL (remote)

- Positioned Werk's services to stakeholders and potential clients with compelling data and research
- Wrote copy, brand marketing materials, case studies, interviews, presentation decks, and blog posts to drive business
- Contributed to B2B and B2C communications, including thought leadership essays
- Compiled qualitative and quantitative data to support company's value proposition

### Features Editor (formerly Associate Editor, Assistant Editor, and Freelancer) 2010–2017

Wetpaint, New York, NY

- Wrote more than 3,700 articles and galleries on pop culture and TV—often with witty, brand-specific tone
- Provided copy for marketing and brand identity purposes and contributed to brand style guide
- Wrote social media copy to drive web traffic
- Created content that attracted more than 5.3 million pageviews over two months
- Achieved membership into GALECA: The Society of LGBTQ Entertainment Critics
- Cultivated Wetpaint's most popular post (with more than 17 million pageviews from more than 685,000 unique visitors)
- Served as LGBTQ news editor
- Managed, assigned, and proofread freelancer copy
- Trained new employees and freelancers on content management system

## PUBLICATIONS

"Racism and Social Work: A Model Syllabus for Graduate-Level Teaching" 2018 (co-author)

Journal of Teaching in Social Work, Vol. 38, Issue 2

## EDUCATION

Bachelor of Arts (in Screenwriting) 2006 – 2010

Hampshire College

## SKILLS

Content writing, newswriting, copywriting, creative writing, proofreading, copy editing, social media management, Microsoft Office, Google Suite, web design (HTML, CSS, JavaScript, Wordpress), graphic design, Adobe Photoshop