

Shanice N. Gravesandy, MA

Atlanta, GA | shangravesandy@gmail.com | 917-312-1737

Objective

Highly motivated MA Magazine Journalism graduate with exceptional writing skills and an eagerness to apply my experience with marketing and journalism to a dedicated company

Employment

BRIGHTWAVE MARKETING

Atlanta, GA

COPYWRITER

May 2016 – Aug. 2016

- Captured the tone and voice of each brand
- Trafficked BrightWave's in-house blog calendar
- Wrote in-house culture posts for BrightWave's blog
- Copy edited and uploads thought leadership blog post to WordPress
- Researched and edits pictures related to the content of each blog post
- Assisted the Creative Director with presentations and internal work
- Researched competing brands and thought leadership to enhance client work
- Wrote punchy, engaging emails for national brands, such as Chick-fil-A, Aflac, Mizuno, Panera Bread and more in AP Style
- Collaborated with Client Success Managers and the creative team to craft messaging that accomplishes each client's goals
- Made sure all email copy meets the deadline and is presented to the client on time.

EVERYWHERE AGENCY

Atlanta, GA

SOCIAL MEDIA MARKETING INTERN

January 2016 – May 2016

- Monitored Everywhere Agency's social media accounts
- Curated content and owned media for Everywhere Agency's social platforms
- Used MailChimp to manage Everywhere Agency's blogger database
- Researched competing brands and social media news to enhance customer engagement
- Contributed to client presentations and campaigns
- Participated in team brainstorming sessions
- Assisted with planning client events
- Prepared audits for clients; pointing out strengths and weaknesses on their website and social channels to help them improve engagement with their targeted audience
- Conducted research to provide information affecting current and potential clients using online news services
- Completed competitive analysis and trend tracking by monitoring client and market news coverage
- Updated supervisor and team members with trends and media coverage relevant to our clients

EXAMINER.COM

Atlanta, GA

FASHION WRITER

June 2015 – August 2016

- Pitched ideas for quality stories that are in the interest of readers
- Wrote fashion articles for the site's What to Wear section
- Conducted interviews with fashion industry leaders and professionals
- Researched fashion trends through press events, fashion shows and social media
- Researched and edit pictures related to the content of the article
- Promoted articles through social media platforms to increase traffic on the site
- Called in product images and information from PRs

GOOD HOUSEKEEPING MAGAZINE
CONSUMER AND WEB ASSISTANT

London, UK
June 2014 – Dec. 2014

- Used a content management system to write articles and create galleries for the site.
- Used search engine optimization and keywords through Google Adwords to drive traffic to the site and ensure our articles were searchable
- Called in product images from PRs
- Subbed the data to make sure it was accurate and in the magazine's style
- Edited images on Photoshop for the magazine's website
- Managed Good Housekeeping's Pinterest and Instagram accounts
- Used Censhare to create templates and consumer reviews for the product database
- Managed the progression of the product database
- Trained freelancers and delegated tasks, ensuring the work was completed in a timely and efficient manner

GOOD HOUSEKEEPING MAGAZINE
FASHION INTERN

London, UK
Jan. 2014

- Returned fashion samples to publicity departments and produced docketts for each package
- Liaised with public PRs regarding wardrobe credits
- Documented carnets for the fashion editor's international photo shoots
- Packed, unpacked and steamed clothes for photo shoots
- Maintained a clean, presentable environment in the fashion cupboard

SINGERSROOM.COM
EDITORIAL INTERN

Atlanta, GA
Aug. 2013 – Sept. 2014

- Pitch ideas for fashion, music and lifestyle feature
- Wrote fashion, music and lifestyle articles for the website
- Conducted interviews with artists for music-related features
- Researched relevant fashion trends and news for lifestyle features

Education

KINGSTON UNIVERSITY
MASTERS OF ARTS IN MAGAZINE JOURNALISM

London, UK
2013 – 2015

UNIVERSITY OF VERMONT
BACHELOR OF ARTS IN ENGLISH

Burlington, VT
2009 – 2013

UNIVERSITY OF KENT
YEAR ABROAD TOWARDS BACHELOR OF ARTS IN ENGLISH

Canterbury, UK
2011 – 2012

Technical Skills and Additional Qualifications

- NCTJ Law Certified
- Proficient in Microsoft Office, InDesign, Photoshop, Censhare, Cision Point, Expression Engine, Wordpress, Google Adwords, MailChimp
- Experienced in Facebook, Instagram, Twitter, Pinterest, LinkedIn, Google+, Tumblr, YouTube