

CHRISTINE A. WERTHMAN
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EXPERIENCE

STAFF

GENIUS: EXECUTIVE EDITOR / February 2016 - May 2016

Lyrics and annotation website with a newly launched content component / Brooklyn, NY

- Started daily editorial operation for the website with music features, essays, and news
- Managed two-person editorial team and freelance writers
- Began weekly pitch meeting, style guide, and editorial calendar
- Wrote and assigned stories to freelancers, staff, and Genius community members
- Edited all copy published on the site
- Collaborated with video department, from brainstorming concepts through final review
- Managed the editorial and photo budget
- Tracked site performance using Google Analytics, Chartbeat, and Parse.ly

COMPLEX: DEPUTY ED. / November 2015 - February 2016 / MANAGING ED. / August 2014 - November 2015

Hip-hop, pop, and indie rock website / New York, NY

- Managed four-person editorial team for daily music news and features website
- Vetted pitches, assigned stories, top edited features, and built articles in CMS
- Tracked site performance using Google Analytics and Chartbeat
- Ran all special feature projects and packages for Complex Music
- Collaborated with branded content department to workshop client ideas and find a best fit for the site
- Collaborated with art, photo, and video departments to come up with feature assets
- Workshopped ideas with staff writers based around daily news

XXL: MANAGING EDITOR / April 2013 - July 2014

Hip-hop magazine and website / New York, NY

- Managed five-person editorial team for daily hip-hop website
- Top edited and assisted with headlines of all online content
- Handled production of print edition, moving pages from raw text through final layout
- Ran XXL Facebook page
- Tracked Google Analytics for XXLMag.com
- Monitored editorial budget and invoices for magazine and website writers and photographers
- Assigned photographers, ran photo shoots, and pulled Getty Images for print and online editions

CMJ: MANAGING EDITOR / November 2011 - April 2013 / ASSISTANT EDITOR / February 2011 - November 2011

Website, magazine, and events company covering new music / New York, NY

- Edited, fact-checked, assigned, and posted daily news, reviews, and features on CMJ.com
- Wrote album reviews, concert reviews, news, and feature stories for print and online
- Made monthly CMJ Mixtape and monthly New Releases page on CMJ.com
- Developed style guide for CMJ print and online editions

CITY ARTS: ASSISTANT EDITOR / November 2009 - February 2011

Newspaper covering visual and performing arts in New York City / New York, NY

- Wrote all event listings and edited final drafts of articles prior to publication

PARENTGUIDE: ASSOCIATE ED. / July 2009 - September 2009 / ASSISTANT ED. / January 2007 - July 2009

Website and monthly magazine for New York City parents / New York, NY

- Assigned, fact-checked, and copy-edited online and print content, and wrote family entertainment column

FREELANCE WRITER, 2006 - Present

Past selected publications: Pigeons and Planes, Paste, Bust, eMusic, Billboard.biz, PopMatters, Brooklyn Rail, Pitchfork, Filter, Venus, Nylon, Zink, and New York Press

SKILLS

Trained in AP Style, Chicago Manual, Microsoft Office, Photoshop, InCopy, WordPress, social media programs, basic HTML, and PC and Mac use

EDUCATION

NEW YORK UNIVERSITY / September 2009 - May 2011 / New York, NY

- Gallatin School Of Individualized Study: M.A. with concentration in Music, Media, Cultural Studies

SYRACUSE UNIVERSITY / August 2002 - May 2006 / Syracuse, NY

- S.I. Newhouse School Of Public Communications, Summa Cum Laude
- B.S. Magazine Journalism and minors in Music Industry and Music History