

SAMANTHA OLSON

Print + Digital Journalist

EXPERIENCE

SEVENTEEN, HEARST MAGAZINES

AUG. 2021 – PRESENT

EDITORIAL ASSISTANT

- Pitch, write, and report 3 to 5 daily digital stories
 - Driving over 1.5 Million page views and counting
- Conduct interviews with talent and celebrities, including Charli XCX, The Aces, Millie Bobby Brown, Noah Beck, and JoJo Siwa
- Conduct live interviews on red carpets
- Organize and lead awards show swarms including VMAs and Met Gala
- Lead digital packages such as Seventeen Watch Club and Voices of the Year
- Create social media content for TikTok and Instagram including sponsored ads
 - Co-created "Beauty Bestie" TikTok series
 - Drove 100K+ impressions across TikTok and Instagram
- Served as Editorial Fellow from Feb. 2021 – Aug. 2021 covering all verticals

SHIFTER MAG, SHIFTER MEDIA, LLC

MAY 2020 – AUG. 2021

COO, EDITOR AT LARGE

- Interviewed, hired, trained, and led editorial team
- Created "Shifter Fest," a social media initiative to highlight performance artists on Shifter's Instagram
 - Did marketing, video editing, PR coordination, and editorial coverage
- Created social media content across platforms
- Assumed the role of CEO and Editor-in-Chief in their absence and assisted them in organizational and administrative responsibilities

ORLANDO WEEKLY

JAN. 2020 – APRIL 2020


EDITORIAL INTERN

- Pitched and wrote news and arts stories
- Researched and fact-checked for print publication
- Wrote calendar and blog posts
- Created slideshows of events and attractions
- Worked with online publishing tools and other digital resources
- Contributed to photo galleries that garnered 3 mil+ views in the second most-viewed week in Orlando Weekly's history
- Garnered 4.5 Million page views the week of March 3, 2020, making it the highest non-Pulse-related week in Orlando Weekly's history

CONTACT

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 786-873-9780

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA,
2020

SUMMA CUM LAUDE

Bachelor of Arts in Journalism
Minor in Creative Writing
Certificate in Editing & Publishing

Managing Editor, NSM Today
Editor-in-Chief, Centric Magazine
Deputy Editor, Her Campus UCF

EXPERTISE

- TikTok, Instagram, Facebook, Twitter
- Google Suite, Microsoft Office
- Slack, Trello
- Adobe Photoshop, InDesign, Premiere
- AP Style writing and editing
- Social media branding
- Creating and compiling mobile video
- Photojournalism
- Time management and project development

PUBLISHED WORK

Seventeen, Cosmopolitan, Elle,
Women's Health, Men's Health, Delish,
Harper's Bazaar Japan, Yahoo!, MSN