

# LORI FREDRICKSON

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[Portfolio](#) (p/w: PORTFOLIO)

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## STAFF EXPERIENCE

**AMERICAN-SCANDINAVIAN FOUNDATION, Director of Communications, Marketing, & Digital, Summer 2019 – Current; Editor, *Scandinavian Review*, Spring 2020 – Current; Manager of Communications and Outreach, Summer 2017—Summer 2019**

- Write or manage all ASF and Scandinavia House communications materials across print/digital distribution.
- Write all copy for event descriptions, marketing materials, social media initiatives, internal documents
- Liaise with curators, artists, ASF fellows, and board members to craft press materials
- Manage all website content, strategically monitor analytics to boost ISO; leader of a planned website redesign.
- Interview, photograph, and record artists and speakers for story content in newsletters and social content.
- Build partnerships with related organizations, publishers, and influencers to promote ASF and its cultural space.
- Curate, commission, and edit all content for the magazine *Scandinavian Review*.

**LOUISE BLOUIN MEDIA, Features Editor, Fall 2012 – Winter 2014**

- Assigned, edited, and managed all content for visual art, design, and market news ARTINFO.com verticals.
- Developed and edited online and print packages for *Modern Painters*, *Art+Auction*, and *Fair Week Dailies*.
- Built and managed a stable of U.S.-based and international freelance writers and photographers.
- Wrote regular news and feature content for *ARTINFO.COM*, *Modern Painters* and *Art+Auction*.
- Implemented planning to site development, including SEO practice, affiliate partnerships, and brand recognition.

**POPULAR PHOTOGRAPHY & AMERICAN PHOTO, Copyeditor, 2005 – 2007; Assistant Editor, 2007 – 2011; Contributing Editor/Reporter, 2011– 2014**

- Wrote multiple columns and features on travel, creative, and art photography; section-edited creative content.
- Assigned and top-edited columns, created digital features, developed iPad and redesign initiatives.
- Conducted photo research, sourced photographers, supervised photo shoots, managed licensing and contracts.
- Managed workflow, story-edited, copyedited, and fact-checked all print content, budgeted section.

**ROUTLEDGE, Editorial Assistant, New York, 2004 – 2005**

- Solicited book proposals, copyedited proofs, wrote sales & marketing content, book jacket copy.
- Created promotional strategies with authors at press events; translated material from French – English.

## FREELANCE EXPERIENCE

**VARIOUS CLIENTS, Journalist & Custom Writer, Spring 2004 – 2019**

- Regular contributor of features to Guerrero Howe custom titles *American Healthcare Leader*, *American Builder's Quarterly*, *Hispanic Executive*, *Modern Counsel*, *Profile*, and *Sync*.
- Writer on art, design, lifestyle, travel, and culture for past/present clients including *American Photo*, *Anthem*, *Art + Auction*, *Bespoke*, *BlackBook*, *Clear*, *Modern Painters*, *Swindle*, *Working Mother*, and others.

**VARIOUS CLIENTS, Copyeditor, Fall 2011 – Summer 2017**

- Copyeditor, fact-checker and proofreader for *Working Mother* magazine, 2011-2012.
- Copyedited for online clients including Demand Media Studios, Chron, SFGate and eHow.com, 2011-2017.

**KONG MAGAZINE, Editorial Director, Spring 2009 – Winter 2011**

- Commissioned, edited, and wrote all content for first editions; commissioned original art and photography.
- Developed brand identity, wrote press releases, coordinated promotional events and event sponsorship.

## SKILLS

Copy & style editing with AP and Chicago manuals. Proficiency in Adobe (InDesign, InCopy, Illustrator, Photoshop, Premiere Pro/Express), Wordpress, Drupal, Asana, Lightroom, FileMaker Pro, Mailchimp, Google Analytics, Pardot, Salesforce, Hootsuite, Omniture, Trello, Chartbeat, Quad Pro systems, Final Cut, Microsoft Office, basic HTML. Proficient in French.

## EDUCATION

**NEW YORK UNIVERSITY, 2004:** Bachelor of Arts in Journalism & Mass Communications and French Culture & Civilization, College of Arts & Sciences. Honors: Magna Cum Laude, Baird Scholar & National Merit Scholar.

**INTERNATIONAL CENTER OF PHOTOGRAPHY, 2012:** Continuing Education Certificate in Photography.