

SEAN REYNOLDS

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CAREER SUMMARY

Bright Forest Media; Assignment and Copy Editor & Writer

Kansas City, MO
September 2015—January 2017

- Lead assignment editor
- Ran targeted Facebook and Twitter campaigns through their individual ads managers to reach specific audiences with CPC and ROI in mind
- Assisted in community management for both social media and site traffic
- Wrote a variety of online articles ranging from short form to more in-depth, researched pieces
- Assembled content calendar for organizing upcoming projects as well as keeping record of completed tasks
- Wrote SEO-friendly copy for content marketing
- Used Content writing and marketing to appeal to audiences as well as being SEO-optimized
- Developed work flow from initial idea to final composition
- Headed creative brainstorm for web content and creation delivery workflow
- Managed a team of freelancers both remote and local
- Developed writing and style guidelines for freelancer onboarding
- Edited copy for flow, structure, and grammatical errors, along with fact checking article sources
- Tracked industry and world news to keep up with the evolving landscape
- Created social and in-article images utilizing Adobe Creative Suite

Mammoth Advertising; Online Publicity Coordinator

New York, NY
June 2013—June 2014

- Developed and executed PR strategies and online film marketing campaigns for prominent studio clients, including Lionsgate, Open Road Films, and Relativity Media
- Assembled final campaign reports for the studios including: Site metrics and analytics, direct links, and screenshots for all assisted placements online in order to provide the client with detailed overview of the campaigns initiatives and successes
- Lead coordinator for campaigns such as *Jobs*, *Sabotage*, and other high-profile films
- Conducted outreach to online editors for film editorials, interviews with talent, and giveaways
- Wrote press blasts for film trailers, clips, and posters
- Composed editorial features for MSN Movies to promote films and secured impactful coverage on major online outlets including: Ask Men, Teen Vogue, and Yahoo! Movies
- Participated in creative brainstorm
- Assisted in press check-in at events
- Compiled daily press breaks and monitored for blogger and social media sentiment

Mammoth Advertising; Public Relations/Advertising Intern

Brooklyn, NY
May 2012—July 2012

- Conducted movie and entertainment site research using programs including Cision and Compete
- Updated and maintained the company database
- Aided lead Creative Director in tagline writing for the Oxygen Network's *Girlfriend Confidential LA*

- Compiled daily press breaks and helped with client reports for Relativity Media, The Weinstein Company, and Open Road Films

EDUCATION AND TRAINING

Kansas State University

Manhattan, KS; Spring 2013

- Graduated Cum Laude – Advertising and Psychology

Shawnee Mission East High School

Prairie Village, KS; Spring 2009

ADDITIONAL ACTIVITIES and SKILLS

- Top 5 with an honorable mention in the 2013 Effie Heineken PSA Challenge
- Microsoft Office, Word, Excel, and PowerPoint; Keynote; Cision; Compete; FileMaker; Topsy; Keynote; Numbers. Basic Skills in Adobe Photoshop