

Kristopher Fraser



WRITER, EDITOR & CONTENT CREATOR

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EDUCATION

Columbia University Graduate
School of Journalism –
M.S. in Journalism

Oberlin College –
Triple major in English, Theater,
and Politics

EXPERTISE IN

FASHION

SHOPPING

BEAUTY

ART

REAL ESTATE

ENTERTAINMENT

SOCIAL MEDIA

More...



[linkedin.com/in/krisfashion1](https://www.linkedin.com/in/krisfashion1)



twitter.com/krisfashion1



[instagram.com/krisfashion1](https://www.instagram.com/krisfashion1)



[pinterest.com/krisfashion1](https://www.pinterest.com/krisfashion1)

CAREER OBJECTIVE

Seeking a position to grow a publication's audience and social media reach.

CORE COMPETENCIES

- Comprehensive knowledge of current trends in the fashion industry
- Self-motivated, organizational with good research skills
- Ability to meet deadlines and handle multiple tasks

EDITORIAL EXPERIENCE

Contributor - The Daily Beast Apr. 2016 - present

- Expanded scope of The Daily Beast's Arts & Culture section to appeal to target millennial audience.
- Brought in coverage of fashion and shopping trends among the 18 - 40 demographic.
- Grew network of readers to include people in the retail and jewelry business.

Associate Editor - AVENUE Magazine Aug. 2016 - Feb. 2017

- Increased readership of both digital and print for Manhattan's oldest society magazine. Topics focused on fashion, art, real estate and entertainment events.
- Substantially increased the amount of coverage on fashion and shopping, as well as greatly increased the magazine's presence at New York Fashion Week, securing stories and interviews with top brands and designers.
- Improved the quality of various sections for online and print as the editor for several columns.
- Revamped the digital content and social media, which led to a 13 percent increase in audience and engagement.

New York Fashion Editor - Fashion United Feb. 2015 - Sep. 2016

- Wrote 60 articles a month increasing the amount of content by 25 percent.
- Increased monthly traffic from 300 readers a month to 30,000 readers a month on average.
- Secured exclusive interviews with top fashion figures such as Patricia Field, and doubled the coverage of New York Fashion Week.
- Increased social media reach by 27 percent.

Assignment Editor - Rivetandjeans.com Aug. 2015

- Covered the denim market for Liberty Fairs, Project, and Capsule tradeshows in New York City improving the publication's presence at the men's wear tradeshows.

Contributing Editor - Allmyfriendsaremodels.com Sept. 2014 - Nov. 2015

- Helped build publication from the ground-up as one of the first contributing editors. Stories on fashion, luxury brands, entertainment drove traffic to 100,000 readers per month on average.
- Created content to drive the social media reach to over 96,000.

ADDITIONAL EXPERIENCE

Freelance Beauty Assistant - HL Group May 2015

- Improved the structure of tracking samples and organizing press clippings.
- Streamlined contact and outreach for accounts including Violet Grey, Charlotte Tilbury, and Butter London. Other clients incl.

SKILLS

Proficient in Microsoft Excel, Desktop Publisher, and Outlook; Wordpress proficiency. PC and Mac proficient; Google reverse image search; proficient in Facebook Insights, Omniture, Chartbeat, and Cision Desk; advanced Adobe InCopy proficiency; intermediate Adobe InDesign, Adobe Lightroom, Adobe Photoshop, and Adobe Audition; basic Adobe Premiere; elementary French proficiency (reading); basic I-Movie editing skills; basic HTML skills

HONORS

Launch Metrics and CFDA Top Five Digital Influencers for New York Fashion Week: Men's