

# ANNIE EPSTEIN

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## SUMMARY

Writer and editor with journalism and agency experience. Creates award-winning branded content and deeply reported articles. Enthusiastic storyteller eager to unpack culture and lifestyle trends for a wider audience.

## EXPERIENCE

### Reporter, Northwestern Medill School | South Africa

*Feb. 2023*

- Visited multiple Johannesburg townships to interview 13 Zimbabwean immigrants and geopolitical experts to produce a 1500-word article exploring xenophobia and democracy in the Rainbow Nation.

### Editor, Group SJR | New York

*Jan. 2021 – Feb. 2022*

- Led the development of top-performing videos and articles garnering 2M+ views for 20+ clients.
- Contributed original written and interactive content to 10+ client campaigns, working with brands such as Spotify, Avon, Levi's, Walmart, Dell, All Nippon Airways and ExxonMobil.
- Collaborated with Fortune 500 clients and stakeholders to present groundbreaking strategic concepts, supervise editorial workflow, manage junior editors and oversee reviews.
- Crafted and edited hundreds of impactful pieces spanning entertainment, business, technology, energy, marketing, fashion, beauty and travel sectors.
- Conceived six video shoots both in the U.S. and abroad, directing production and developing accompanying editorial and social content that drove 500k views per story.
- Managed editorial and social calendars for multiple clients, pitching new campaign ideas and SEO-friendly content to reach new audiences across channels.

### Associate Editor, Group SJR | New York

*July 2015 – Dec. 2021*

- Wrote three of the five most-viewed stories for ExxonMobil in 2019, reaching an audience of 37M, and was integral to the launch of the company's social media channels and strategy.
- Interviewed celebrities, scientists and entrepreneurs to report original articles on deadline.
- Drafted executive thought leadership and provided art direction for storytelling infographics.
- Oversaw the web development and launch of client websites and interactive content.
- Named Content Marketing Agency of the Year for agencies with 100+ employees (team award); PRNEWS Platinum Award for Best External Publication (finalist); and the 2020 Digiday Content Marketing Award for Best Branded Content Site – B2C (finalist).

### Editorial Intern, GT Food & Travel and Antiqua Tours | Rome, Italy

*Feb. 2014 – May 2014*

- Created blog posts on Roman cuisine and copyedited biweekly restaurant coverage.

### Food Section Intern, DC Life Magazine | Washington, D.C.

*June 2013 – Aug. 2013*

- Reported on industry events and published weekly cooking articles for a readership of 40k.

## EDUCATION

### Northwestern University, Medill School | Chicago | 2023

Master of Science in Journalism | Magazine Specialization

- Coursework: Investigative Narrative with Prof. Louise Kiernan; Feature Writing with Prof. Steven Thrasher; Food Writing in Chicago Neighborhoods with Prof. Monica Eng
- Awarded the 2023 Louise Lux-Sions and Harry Sions Scholarship

### Colby College | Waterville, Maine | 2015

Bachelor of Arts in English (with Distinction) and Psychology, Minor in Jewish Studies

## SKILLS

Short & Long-Form Journalism  
Story Pitching & Reporting  
Editorial Project Management

Video Scripting  
Paid/Organic Social Copywriting  
Developmental & Copy Editing

Client Management  
Team Leadership  
WordPress & CMS Management