

GRACE STANLEY

📍 New York, NY

CONTACT

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SKILLS

- Newsroom management
- Editing
- Reporting
- Newsletters
- Social Media
- SEO

SOFTWARE

WordPress, SendGrid, Sailthru, Metabase, Validity, Yoast, Google Analytics, and Semrush

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN
2016 - 2020

- BA in Humanities
- Minor in Government
- GPA: 3.8

HONORS AND SCHOLARSHIPS

- Humanities Honors
- Liberal Arts Honors
- Liberal Arts Competitive Scholarship
- Undergraduate Research Fellowship
- Magna Cum Laude

HI THERE,

My work has been seen by millions on the [Daily Dot](#). Starting out as a reporter covering trending internet culture stories, I've been promoted twice in quick succession, becoming an expert on all things related to the creator economy.

I am currently the Deputy Editor spearheading the growth of the Daily Dot's newsletter and sister site for content creators, [Passionfruit](#).

WORK EXPERIENCE

● **Daily Dot** 2024 - PRESENT
Deputy Editor

- Oversees five-person freelance editorial team for the Daily Dot's creator economy section and 38K+ reader newsletter
- Works as second-in-command to Editorial Director to build out a new website for creators, accumulating over 800K readers
- Works with social media team to track stories and grow communities on YouTube, Discord, TikTok, Instagram, Facebook and X

● Newsletter and Features Editor 2022 - 2023

- Fielded pitches, assigned stories, and edited features about the creator economy
- Executed a successful SEO campaign, increasing monthly section traffic from 10K unique users to 100K users
- Wrote newsletter intros and executed twice weekly send
- Performed A/B testing on subject lines, preview text, headlines and design elements
- Increased active newsletter readers from 9K to 27K
- Bumped open rate from 20% to over 35% and tripled click-to-send rate

● Reporter, Trending and Creator Economy 2021 - 2022

- Produced original reporting and exclusives on viral stories, regularly garnering 2+ million page views per article
- Interviewed iconic creators, like Ninja, Rebecca Black, Pokimane, Dixie D'Amelio, Jacksepticeye and Smosh
- Built relationships with sources at top creator economy companies including TikTok, Meta, YouTube, X, Discord and Snap

● **Nautilus Magazine** 2021 - 2022
Social Media Manager

- Managed social media accounts with over cumulative 300,000 followers across Facebook, Instagram, and Twitter
- Increased social reach by over 200% to 4 million people and attracted over 80,000 new followers
- Helped develop an [influencer marketing campaign](#), which gained 470K impressions

● **Fragment Media Group** 2021 - 2022
Assistant to the CEO

- Research and administrative assistant for the CEO of Fragment Media Group, which includes the Daily Dot and Nautilus Magazine

● **Freelance Production Assistant and Coordinator** 2018 - 2021

- Worked for award-winning filmmakers and organizations, including the Food Network, director Robert Rodriguez, Austin Film Festival and PBS's "On Story," journalist Paul Stekler, the University of Texas at Austin, and others