

KEITH GORDON

NEW YORK, NY

[HTTP://KFGORDON3.JOURNOPORTFOLIO.COM/](http://kfgordon3.journoportfolio.com/)
[KFGORDON3@GMAIL.COM](mailto:kfgordon3@gmail.com) | 914-494-5233

EDUCATION:

HBX | Harvard Business School CORE: Credential of Readiness, Completed w/Honors, 2016.
Columbia University, New York, NY— B.A. History, 2014. (Mid-20th Century U.S. Foreign Relations)

EXPERIENCE:

Maxim Magazine

Senior Features Editor *September 2018-Present*

Senior Editor *February 2018-September 2018*

- Oversee all editorial coverage for national print magazine, covering topics including travel, sports, business/entrepreneurship, automotive, pop culture, entertainment, science and more.
- Responsible for writing multiple articles in each issue, from concept through execution, including editorial research, editing, fact-checking, photo research and partnership cooperation for branded content.
- Coordinate with freelancers and other contributors to oversee completion of all features, including but not limited to brainstorming ideas, locating appropriate subjects and experts, editing content, fact-checking and confirming accuracy of all aspects of the piece, including photo research/credits.
- Assist sales and marketing teams with lead generation, outreach for branded content and partnerships, and other revenue-based projects including social media, experiential marketing and digital outreach.
- Contribute content to digital platform and social media accounts, helping to substantially grow the brand's digital footprint and reach, while maintaining a consistent tone and voice for the brand.

Associate Editor *July 2016-February 2018*

- Work with the Managing and Executive Editors in producing a monthly men's luxury lifestyle magazine. Cultivate stories both internally and externally (freelancers) and oversee the process from idea creation to final approval, including monthly planning, assignments, oversight of freelancers, research, writing, copy-editing and fact-checking.

Editorial Assistant *May 2016-June 2016*

- Responsible for providing support to entire Editorial team, specifically the Managing and Executive Editors. Contributed to full issue creation, from ideas and outreach to writing, copy editing, fact-checking and interacting with freelancers.
- Assisted with Digital team, creating content and cultivating freelance work for Maxim.com, and social media platforms including Facebook, Twitter and Instagram.

SHOWMEDIA

Account Representative/Research Analyst 2008 – 2009

- Managed accounts of small and medium clients for OOH advertising. Responsibilities ranged from sales presentation and acquisition, to project management, and post-campaign reporting and ROI. Also tasked with research including lead generation for prospective clients/industries and competitive analysis.