

Katie Amey

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<p>Skills</p> <p>Publications</p> <p>Education</p>	<p>HTML, CSS, CMS (Magnus, Moveable Type, TOPS, Wordpress), Email Marketing, Copywriting, Microsoft Office, Adobe Creative Suite, SEO, Google/Web Analytics, Celebrity Booking, Social Media Development and Branding, Photo and Video Editing</p> <p>ELLE, Cosmopolitan.co.uk, Real Beauty, Latina, FLARE, Teen Vogue, FLAUNT, J-14, Seventeen, NYLON Guys, Tiger Beat & BOP, Redbook, Wetpaint Entertainment, Girls' Life</p> <p>McGill University 2006-2010 Bachelor of Arts; Political Science and Communications, Psychology</p>
<p>Experience</p>	<p>Get The Gloss March 2014 - July 2014 Social Media Editor (Fixed-Term)</p> <ul style="list-style-type: none"> • Writing all content and producing all posts across social platforms • Reporting directly to the CEO in developing and implementing a quarterly and yearly social media strategy • Liaising with brands, PRs, journalists and experts to support editorial features across social platforms, including bespoke social-only campaigns, contests, and giveaways <p>NET-A-PORTER.COM December 2013 - March 2014 Freelance Social Media Editor</p> <ul style="list-style-type: none"> • Writing all copy and producing all posts across NET-A-PORTER's social media platforms (Twitter, Facebook, Instagram, Pinterest, Google +, Tumblr, and the mobile app) • Liaising with marketing, editorial, buying, and design departments to create assets, organize social-only photoshoots, ideate and undertake bespoke campaigns and offer support for The Edit and PORTER • Monitoring fan engagement, responding to customer posts <p>ELLE.com and RealBeauty.com <i>Hearst Digital Media</i> January 2013 - September 2013 Contractor</p> <ul style="list-style-type: none"> • Writing and producing fashion, beauty, and celebrity/entertainment content for RealBeauty.com (Marie Claire's sister site) and ELLE.com • Writing effective and catchy heds and deks for both magazine brands • Developing close relationships with top PRs in America and abroad • Maintaining and developing all social media channels for RealBeauty.com (1.5 million unique views per month) • Attending New York Fashion Week on behalf of the brand(s) and providing additional support for international fashion week coverage <p>J-14 Magazine <i>Bauer Publishing</i> September 2011 - January 2013 Editorial Associate</p> <ul style="list-style-type: none"> • Ideating and writing fashion and entertainment features (including cover stories); representing the J-14 brand at all fashion events • Maintaining J-14.com, growing all social media properties (Facebook, Twitter, Instagram, Tumblr) and introducing Pinterest for the brand • Liaising with fashion, entertainment, and beauty publicists/clients to coordinate giveaways, photo shoots and features • Top-editing features, including all digital content

References:

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