

# Carrie Courogen

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## Writer and Social Media Professional

**Core areas of expertise:** *Social Media · Writing and Editing* | **Related interests and experience:** *Music, TV/film, Politics*

## PROFESSIONAL EXPERIENCE

### Iris | Condé Nast Entertainment · New York, NY

October 2015 — Present

#### Associate Editor (2017- present), Community Manager (2015-2017)

Produce original content for Iris, CNÉ's digital video property for millennial women. Responsibilities include managing and optimizing social media on key platforms, contributing strategy, as well as ideating and producing original digital videos. Additional role as writer of daily newsletter.

*Accomplishments: Increased Facebook fans by 230% YoY (2016) & 184% YoY (2017), Increased Twitter followers by 211% YoY (2017); YoY highest Facebook video views across all Condé Nast brands (2016, 2017, and 2018)*

### Co-Host, Writer, and Producer/Editor · '77 Music Club · New York, NY

October 2016 — Present

Co-creator of music podcast about under-discussed classic albums. Role includes pitching albums for episode coverage, researching/writing/co-hosting each episode, editing and publishing audio, and managing social and podcast platforms.

### Freelance Writer & Blogger · New York, NY

July 2013 — Present

#### Pitchfork, Paper Magazine, NPR Music, Guitar World, Quartz, Flood Magazine, Bustle, etc.

Freelance writer for various culture sites and magazines. Pitch and publish reported articles, essays, interviews, and events coverage, in addition to maintaining personal blog.

*Accomplishments: Profile of Tina Weymouth for Paper was one of 2017's most-read music profiles (digital), listed to Pocket's Best of 2017 list, generated second highest traffic for Paper.com in 2017.*

### Three Degrees · New York, NY

June 2013 — October 2015

*Social Media & PR agency (formerly known as Hip Genius) under Media Storm serving entertainment industry clients*

#### Social Media & Digital Marketing/PR Coordinator

Managed digital publicity and social media for multiple clients (primarily independent film studios and cable networks).

Responsibilities included community management, social reporting, influencer marketing, and digital PR for new films/TV shows. Additional role as editor of agency blog.

### Truth and Consequences · New York, NY

October 2014 — March 2015

#### Music Coordinator

Wrote album and concert reviews and profiled emerging talent for former Fleetwood Mac producer Richard Dashut's blog.

### Teen Vogue · New York, NY

January — May 2013

#### Online Editorial and Social Media Intern

Wrote and built editorial content for TeenVogue.com. As the first social media intern for the brand, assisted social manager with community management. Contributed to new strategies to improve social presence and brand voice.

### Washington Square News · New York, NY

January 2011 — May 2013

#### Senior Editor Fall 2012 · Fashion Editor Fall 2011 · Staff Writer

Pitched, wrote, and edited editorial content for the fashion section on a weekly basis. Styled, edited, and produced special fashion issue, [FRINGE](#). Coordinated extensive online coverage of New York Fashion Week.

### New York Daily News · New York, NY

January — May 2012

#### Print and Online Features Intern

Pitched and wrote content for print and online, including five Sunday edition print features and more than 20 online pieces.

## EDUCATION

### New York University · New York, NY · 2013

BA in Journalism and Politics *Double Major · Honors · Dean's List 2011-2012 · Founders' Day Award 2013*

## ADDITIONAL SKILLS AND INTERESTS

AP Style · HTML · Photoshop · Audio editing (Garage Band, Audacity) · Microsoft Office suite · Google Suite · WordPress · Various CMS · Social media tracking platforms including Parsley, SocialFlow, Newswhip, etc.