

Carrie Courogen

Writer and Social Media Editor

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PROFESSIONAL EXPERIENCE

CONDÉ NAST · New York, NY

October 2015 — Present

Associate Editor, Social Video Content (February 2019 - current)

- Develop and implement monetization strategy, best practices, and social experiments across Condé Nast's top brands on social platforms (Instagram, Twitter, and Facebook)
- Lead project management for Facebook Partner video series for Glamour

Associate Editor, Iris (May 2017 - current)

- Ideate and produce original video content for Condé Nast's beauty collection (Iris, Glamour, Allure), with a focus on Iris.
- Manage strategy and execution of content for Iris across Facebook, Twitter, Instagram, Tumblr, and weekly newsletter
- Had an integral role in strategy and programming for the rebrand/relaunch of Iris (formerly The Scene) as Condé Nast's newest digital brand for millennial women.

Social Media Manager, Condé Nast Entertainment/The Scene (October 2015 - May 2017)

- Worked with digital and marketing teams to promote video content from Condé Nast publications and additional partner outlets, primarily through social media management of CNÉ's video brand The Scene.

Accomplishments: Increased Facebook fans by 230% YoY (2016) & 184% YoY (2017), Increased Twitter followers by 211% YoY (2017); YoY highest Facebook video views across Condé Nast (2016, 2017, and 2018). Garnered 1B Facebook video views in 2017.

'77 MUSIC CLUB · New York, NY

October 2016 — Present

Co-Host, Writer, and Producer/Editor ·

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.

Accomplishments: Interviewed Viv Albertine from the Slits for a guest episode; garnered 18K+ downloads on Soundcloud

FREELANCE WRITER · New York, NY

July 2013 — Present

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

Pitch and write reported articles, essays, interviews, and event coverage with focus on music, pop culture and entertainment.

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 & Digital Marketing/PR Coordinator

Managed digital publicity and social media for multiple clients (primarily independent film studios and cable networks). Responsibilities included community management, influencer marketing, and digital PR for new films/TV shows.

TEEN VOGUE · New York, NY

January — May 2013

Online Editorial and Social Media Intern

First social media intern for the brand with focus on community management, strategy, and writing for TeenVogue.com.

WASHINGTON SQUARE NEWS (NYU) · 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.