

# Carrie Courogen

Writer and Social Media Editor

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## EXPERIENCE

### **FREELANCE WRITER · New York — 2013-Present**

**Bylines:** Vanity Fair, Pitchfork, Allure, Glamour, Paper, NPR, Vice, World, Quartz, New York Daily News, Teen Vogue + more

- Pitch and write reported articles, essays, interviews, and event coverage with focus on culture, music, and entertainment.
- Served as season 3 host of The Opus, Consequence of Sound's branded content podcast partnership with Sony Music
- Ghost write independent artists' press releases and website biographies

*Accomplishments:* Profile of Tina Weymouth for Paper was one of 2017's most-read digital music profiled, named on Pocket's Best of 2017 list, generated second highest traffic for Paper.com in 2017.

### **CONDÉ NAST · New York — 2015-Present**

**Editor, Social Video Content Strategy | Brand Deputy: Glamour, Allure, Iris · February 2019 - Present**

- Develop and implement strategy, monetization opportunities, and social video experiments across CN brands
- Lead project management and strategy surrounding Facebook Match partnership for all CN brands
- Swing social media manager for Glamour and Allure as needed
- Continue to serve as Iris's director of social media

*Accomplishments:* Increased Iris's Instagram 30% YoY with highest YTD engagement increase of any CN brand (+590%) and second highest engagement rate in building (135%). Led Iris to highest daily engagement rate of any CN brand on Facebook.

### **Associate Editor, Iris + Condé Nast Beauty Collection · March 2017 - February 2019**

- Led social strategy and programming on key platforms + newsletter for Iris, CN's first social brand for millennial women
- Pitched, produced, and directed original video content across multiple platforms for Iris, Allure, and Glamour (focus: Iris)
- Identified and collaborated with outside publishers and internal brands for social partnership opportunities
- Rebranded and relaunched a new brand at Condé Nast (Iris), building off the success of The Scene

*Accomplishments:* Highest Facebook video views across all CN brands (100M/month). Increased Facebook audience 204% YoY. Increased Twitter audience 211% YoY. Increased Instagram audience 61% YoY. Led Iris to be one of the top 5 most-engaged with CN brands on Facebook.

### **Social Media Manager, Condé Nast Entertainment/The Scene · October 2015 - March 2017**

- Worked with marketing team to promote video content from CN brands and additional partners through The Scene's social
- Redefined and established brand voice on social and TheScene.com via a brand style guide, daily homepage package creation, and social media management

*Accomplishments:* Realigned Facebook audience from 60%+ M18-34 to 75% W18-34. Increased Facebook fans 230% YoY. Ideated and launched new brand at Condé Nast (Iris). Garnered 1B overall Facebook views — highest in building — in 2017.

### **'77 MUSIC CLUB · Co-Host, Writer, and Producer/Editor · New York — 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.

*Accomplishments:* Secured interviews with artists like Viv Albertine from the Slits. Identified influencer and partnership opportunities with Rough Trade, the Morrison Hotel Gallery, and more. Garnered 25K+ downloads from Soundcloud and iTunes.

### **THREE DEGREES · Social Media & Digital Marketing/PR Coordinator · New York — 2013-2015**

Managed digital publicity and social media for multiple clients in the independent film and cable TV space.

### **TEEN VOGUE · Online Editorial and Social Media Intern · New York — Spring 2013**

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

### **NEW YORK DAILY NEWS · Print and Online Features Intern · New York — Spring 2012**

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*

## SKILLS

Proficient and experienced in: Facebook Business Manager and Facebook Insights, Twitter Analytics, Twitter Media Studio, Instagram Analytics, SocialFlow, CrowdTangle, Buzzsumo, Omniture, Parse.ly, Google Suite, Microsoft Office Suite, Premiere Pro, Photoshop, Wordpress CMS, Medium CMS, Audacity, Garageband