

# 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 artist/band press releases/bios with focus on culture, music, and entertainment.

*Accomplishments:* Profile of Tina Weymouth for Paper was one of 2017's most-read digital music profiles, named on Pocket's Best of 2017 list, generated second highest traffic for Paper.com in 2017. 2019 profiles of Kim Gordon, Elaine May, and Lee Grant recognized by Criterion, Female Film Critics, Women and Hollywood, Rough Trade, and #FreeTheWork, among others

### **CONSEQUENCE OF SOUND · New York — April - September 2019**

**Host and Writer, The Opus podcast**

- Pitched and developed three season arcs (3-4 episodes each) of editorial-focused music podcast in partnership with Sony Legacy Recordings album re-release calendar (two of which were unproduced due to time/release calendar constraints)
- Liaised with Sony Legacy executives to align on business goals, talent availability, and episode content approval
- Sourced, pitched, and interviewed scholars, critics, and recording artists for Season 3: Jeff Buckley's *Grace*
- Scripted and edited episode outlines in collaboration with CoS's editor in chief and CoS's podcast director/audio editor

### **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
- 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)
- 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**

- 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:* Recognized as a stand-out female-fronted music podcast by the Financial Times. Secured interviews with artists like Viv Albertine of the Slits. Podcast gained public support from artists like Chris Frantz and Tina Weymouth of Talking Heads and Chris Stein and Debbie Harry of Blondie. 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.

## 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