

# Erin Clare Brown

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Portfolio: erin-c-brown.tumblr-com

## FREELANCE WRITER & EDITOR

2009-Present

- **New York Magazine:** Contributed an interactive data map for the Bedford + Bowery blog. Conducted research and coordinated the gathering of data from 300 subjects, design directed map.
- **Latitudes Longitudes:** Regular contributor of long-form articles for the quarterly and online journal. Provide design direction, produce video content, perform front-end development of the website.
- **Go Girl Magazine:** Write a monthly column focused on cultivating, cooking and eating food around the world. Produce video projects, and pitch additional projects.
- **Contributing writer/researcher for pieces in:** Modern Painters, Downtown Magazine, New York Spaces, Terminal Magazine.

## SOCIAL MEDIA STRATEGIST

2009-Present

- **Giles & Brother (2014):** Developing brand voice and visual style of a luxury jewelry brand. Establishing back links with industry tastemakers' blogs, and strengthening social media presence. Creating video content.
- **Shabby Apple (2009-2012):** Built a Facebook fan base from zero to over 50k fans in less than two years. Developed crowdsourcing initiative to increase fan engagement and boost conversion rates. Leveraged Google Analytics and A/B testing to increase click-through rates. Managed a team of 4 and coordinated with the CEO.
- **Mabo Childrens' Clothier (2012-2013):** Planned and implemented a brand strategy for website relaunch. Re-designed the website, executed the front-end development of the re-design. Created social media content.

## DIRECTOR, Thatcher Projects Gallery, NYC

2010-2012

Conducted sales and developed strong relationships with new and existing collectors. Served as primary liaison to our artists, and conducted regular studio visits. Curated several exhibitions. Wrote press releases.

## SERVICE COORDINATOR, Deseret Services, Moscow, Russia 2008-2009

Coordinated and executed nearly 2000 hours of service work in at-risk communities. Grew a thick skin.

**Technical Skills:** HTML, CSS, essential JavaScript (jQuery and D3 libraries); Microsoft excel for data manipulation; chart and map making; hootsuite; Google Analytics; all major social media platforms; Indesign.

**Production Skills:** Video capture with DSLR, GoPro, standard video, 8mm; video editing (Adobe Premier); digital and analog photography; advanced Photoshop skills; audio capture and editing (Adobe Audition, Logic Pro); podcasting.

**Languages:** Near-native fluency of Russian; strong conversational French; emergency Kazakh

**Travel:** Austria, Bosnia & Herzegovina, Croatia, Czech Republic, Denmark, Estonia, France, Germany, Iceland, India, Ireland, Italy, Kashmir, Kazakhstan, Montenegro, Norway, Russia, Spain, Sweden, Switzerland, Ukraine.

## EDUCATION

**NYU Journalism Institute: M.A. New Media & Digital Innovation (2014)**

**Wellesley College: B.A. Media Arts & Sciences (2007)**

**Yale University: Russian Studies Thesis Research, St. Petersburg (2006)**

**Parsons School of Design, Paris: Study Abroad, Photojournalism (2005)**