

# Brittany Fuller

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## SKILLS

Editing; Content Creation; Branded Content Strategizing; Marketing; Website Design; SEO and Social Media Strategizing; Computer Skills (Microsoft Office, Apple OS, and Google Suite); Social Media (Facebook, Instagram, LinkedIn, TikTok, Twitter, Snapchat, YouTube, and Pinterest); Blogging; CMS (Wix, WordPress, Squarespace, and BlogSpot); Adobe Creative Suite (Acrobat, InDesign, InCopy, Illustrator, Premiere Pro, Workfront, and Photoshop)

## EXPERIENCE

**National Urban League**, New York, NY

August 2022 - Current

### **BEEP - Social Media Consultant**

- Formulates branded content strategies for BEEP across various social media platforms including Instagram, Twitter, and LinkedIn
- Manages branded social content, assists with website updates, and promotional material with editorial, design, and marketing teams

**VC Include**, New York, NY

August 2022- Current

### **VC Include - Social Media Assistant**

- Designs, edits, and curates branded social media content across various platforms for projects, programs, and the brand
- Assists Communication Director with creating and editing materials across the brand's communication channels that aligns with strategy

**RAPP**, New York, NY

July 2021- May 2022

### **RAPP - Freelance Copy Editor**

- Performed revisions, updates, and rewrites to content as needed according to specific project instructions and brand guidelines
- Fact checked and copy edited proofs before print production alongside editorial, design, and client services teams

**Women's Media Group**, New York, NY

February 2021 - Current

### **Board Member- Communications Chair**

- Provides communication direction for *Women's Media Group* through content strategizing, social media campaigns, and website
- Manages and curates all branded content for *Women's Media Group's* weekly newsletter and social media channels

**The Village Voice**, New York, NY

August 2018 - February 2019

### **VillageVoice.com - Freelancer**

- Copyedited and fact-checked original content including stories, galleries, and print builds for the *VillageVoice.com*
- Repurposed and cleaned up content dating from 2000 to 2018 through story and multimedia updates

**Hearst Digital Media**, New York, NY

August 2016 - December 2016

### **WomansDay.com and CountryLiving.com - Web Intern**

- Generated stories, galleries, and magazine builds for *WomansDay.com* and *CountryLiving.com*
- Scheduled social media posts to Pinterest using Viraltag and conducted story/photo research

**XO Group Inc**, New York, NY

March 2016 - May 2016

### **The Knot - News and Planning Intern**

- Generated and researched story ideas and wrote articles for *The Knot* and *TheKnot.com*
- Reviewed and edited articles for spelling, grammatical, and factual errors

**The Essence Of A Curvy Girl**, Bronx, NY

January 2016 - Current

### **The Essence Of A Curvy Girl Blog - Owner and Editor**

- Generates branded content surrounding topics of beauty, fashion, health and wellness, and lifestyle advice
- Plans and develops new ideas for weekly posts surrounding body positivity, self-love, and my plus size lifestyle

**Pace University**, New York, NY

September 2015 - September 2016

### **MS in Publishing Program - Student Aide**

- Assisted in all administrative tasks for students, staff, and faculty
- Generated branded blog content including Alumni interviews, internship postings, book and magazine content for special interest reports, and feature articles

**Westchester Magazine**, Rye, NY

September 2014 - December 2014

### **Editorial Intern**

- Maintained calendar events, mailings, filing, email, and updated online content
- Reviewed and copyedited articles, fact-checked information, conducted photo research, story inquiries, and magazine distribution for department heads

## EDUCATION

**Pace University**, New York, NY

### **MS in Publishing**

Graduated May 2017

**Pace University**, Pleasantville, NY

### **BA in Communication Arts & Journalism**

Graduated May 2015