

Erica Russell

Writer & Editor

☎ 848-459-5262

✉ ericarussellwrites@gmail.com

EDUCATION

Rutgers University, School of Communication & Information

New Brunswick, NJ

B.A. in Communication

2016

Minor in Digital Communication, Information & Media

Graduated summa cum laude

EXPERIENCE

PopCrush (Townsquare Media)

New York City, NY

News Writer

February 2016—present

- Write daily digital news features and evergreen content with a focus on pop music, movies, TV and celebrity culture, including interviews with Michelle Branch, Kate Nash, Erika Jayne and Bridgit Mendler
- Organize high traffic, time relevant photo galleries, polls and evergreen listicles
- Schedule social media posts across Facebook, Twitter, Instagram, etc.
- Coordinate feature editorials, video content and produce photo shoots
- Assign features to freelance contributors and copy-edit site content
- Cover award shows and build timely red carpet galleries and breakout posts

Weekend Editor

July 2015—February 2016

- Maintained all site content and branded social media over the weekend (Sat and Sun)
- Conducted editorial research for evergreen content
- Pitched and coordinated interview features and reviews

LADYGUNN magazine

New York City,

NY

Editorial Director

January 2015—March 2016

- Managed editorial team; curated and coordinated digital and print editorial content; edited and contributed major features to the print magazine, including cover stories with Hailee Steinfeld, Nicole Richie and Wiz Khalifa; produced exclusive photo shoots and branded video content; liaised with PR and management to ensure cross-promotion; copy-edited issues before going to print
- Interviewed high profile talents including Lily Allen, Charli XCX, Rose McGowan, Tinashe, Jack Antonoff, Taryn Manning and many more
- Produced and creative directed print cover shoots for Laverne Cox, Brooke Candy, Troye Sivan and more

Music & Features Editor

February 2014—December 2014

- Coordinated all music features and oversaw features

V magazine

New York City, NY

Editorial Intern

May 2015—September 2015

- Pitched and contributed daily features and news to the V web site, including news roundups, interviews, reviews, music and entertainment/arts features, etc.

- Assisted editorial staff and EIC in the office by updating the editorial book, issue boards and transcribing interviews
- Launched V SOUNDS OF SUMMER franchise, including interviews and photo shoots with Halsey, Little Boots and Zella Day

Freelance writer

Contributor

January 2012—March 2016

- Contributed articles, interviews and reviews on fashion, pop culture, music and more to print and digital publications including *Dazed & Confused* magazine, *NYLON* magazine, *V* magazine, *MilkMade* (Milk Studios), *DISfunkshion*, *Fizzy* magazine and more

ElectrocutieBlog.com

Founder & Editor-in-Chief

June 2009—April 2014

- Created, launched and designed music blog on emerging women artists in electronic, pop and indie genres
- Landed interviews with top artists including Icona Pop, Charli XCX, Marina and the Diamonds, Ellie Goulding, Sky Ferreira and many more
- Secured accredited event coverage for SXSW and CMJ

SKILLSET

- Adept at managing and collaborating with editorial teams, assigning stories to contributors and freelance writers, recognizing breaking entertainment news and emerging trending topics
- Specialized in strategic public relations (through Rutgers) with seven years proven professional experience
- Demonstrated proficiency in MS Office Suite, Wordpress, Adobe InDesign, Jasc Paint Shop Pro, PhotoShop, Frame.io, Mac OS X; professional level social media experience in Facebook, Twitter, Tumblr, Google+, Instagram, Pinterest, YouTube, LinkedIn, Snapchat, Bloglovin', Sailthru, HootSuite, SocialFlow, Google Analytics, etc.
- Proven experience in SEO and integrative marketing