

# OLIVIA GRAHAM

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## EXPERIENCE

### **Freelance Writer/Editor** | 2012 - Present

#### Various

Contribute articles across the print and web spectrum to publications and websites such as The FADER, XLR8R, Vice, Thump, Noisy, Billboard and Playboy. Concept and write copy across platforms for branded content, websites, social media, e-commerce and product descriptions, digital video, and marketing collateral (including press releases, brochures, newsletters, banner ads and more). Experience and expertise in a variety of subjects including music, art, fashion, beauty, pop culture, entertainment, social issues, crime, politics.

### **Assistant Program Manager, Marketing** | Summer/Fall 2016

Fender Musical Instruments Corp. *Los Angeles, CA*

Assisted with the development and maintaining of Fender Academy. Wrote and edited web copy for the training curriculum, particularly around special or limited edition products and brand history. Responsible for analyzing and tracking user engagement--developed and maintained a dashboard of daily metrics, ongoing consumer insights and analytics, to inform and optimize all marketing execution for Fender Academy and Fender Digital.

### **Associate Producer** | December 2014

Droga5 *New York, NY*

Assisted in the development and execution of social media and digital activation for national Chobani advertising campaign. Performed and presented market research, communicated with brand partners, oversaw product curation, managed product requests and trafficking, kept timelines and aided with in-line production during shoots.

### **Research Assistant** | Spring/Summer 2014

Red Bull Amaphiko

Planned and implemented research project on the topic of social enterprise in the United States. Interviewed several experts and grassroots social entrepreneurs, collected data from internet and field research. Transcribed all interviews, wrote report and compiled presentation based on findings and analysis.

### **Web Content Producer** | January - May 2014

Tishman Speyer, Rockefeller Center *New York, NY*

Worked with digital marketing and editorial teams to pitch, write, edit and produce copy and original content for digital and social media. Wrote headlines, articles, roundups and lists and published posts through the content management system. Researched and gathered photo assets for original stories.

### **Contributor** | January 2012 - October 2013

The FADER/Cornerstone *New York, NY*

Researched, pitched, wrote and produced stories for print, digital, social media and video, documenting emerging music, style and culture. Created photo galleries and original images in Photoshop and managed delivery of key digital creative assets. Utilized the CMS and HTML to build and publish web content. Conceived and executed branded content for print and digital as lead writer for Brooklyn Bound, a partnered series with Converse.

### **Staff Writer** | April - June 2013

Red Bull Music Academy (Doubleday & Cartwright) *New York, NY*

Staff Writer for the Daily Note, Red Bull Music Academy's magazine published in conjunction with a month-long music festival. Published features, lists and editorials in print newspaper with 75,000-daily circulation. Produced sections of the publication under daily deadlines, contributing writing, reporting, research, fact checking and copyediting. Repackaged print content for the web and created original headlines. Collaborated with editorial staff on content development and planning.

## SKILLS

Adobe Creative Suite, CMS, Copyediting, Digital and Film Photography, DJing, Fact Checking, HTML, Internet Research, Microsoft Office, Mobile Media, Online Video, Proficient in Russian and Spanish, Shopify, Transcription, Wordpress