

PROFESSIONAL SUMMARY

Dynamic content writer with a proven track record of crafting compelling multimedia content across diverse topics and platforms. Recognized for excellence in project management, effectively leading content teams and ensuring cohesive brand messaging.

AREAS OF EXPERTISE

Storytelling – Creative Writing – Copywriting – Brand Development – Market Trends & Research – Media Strategy (PR) – Communication – Team Building – Collaborations – Proofreading – Social Media – Copy Editing – Data Analysis – Digital Marketing – Web Content & Design

EDUCATION

2013

Master of Fine Arts, English, University of Iowa

2019

Bachelor of Arts, English, University of Iowa

EMPLOYMENT HISTORY

2015 - PRESENT

Copywriter & Content Specialist, Freelance, Remote

- Develop trusted, long-term relationships with clients to create and develop bespoke custom copy and content for individual needs including web page copy, blogs, press releases, bios, feature articles, social media copy and event reviews and write-ups. Crafted tailored content across multiple platforms, enhancing brand visibility and SEO.

FEB 2016 - AUG 2021

Freelance Content Writer, Bustle Digital Group, Remote

- Authored and copy edited interviews, book reviews, Q&A's and other culture content for Nylon.com. Collaborated frequently with web editor and art director to ensure all written content is visually appealing and reflects brand voice. Coordinated with talent management and publicity divisions to secure exclusive coverage for the website. Generated web traffic through effective use of terms for SEO.

AUG 2020 - SEP 2021

Copy Editor, University Success, LLC, Boca Raton, FL

- Provided copy edits, line edits and developmental editing for global clients on applications and materials for grants, fellowships, college and graduate school admissions documentation. Boosted clients' success rates in admissions and grants by delivering precise, impactful editing services. Meticulously edited a wide range of documents, ensuring error-free and compelling submissions for clients.

MAR 2017 - JUL 2019

Freelance Journalist, Rolling Stone, New York, NY

- Published over 20 digital articles at RollingStone.com from pitching to research, writing, editing, and fact-checking. Generated accompanying copy including headlines, deck materials and search terms. Collaborated closely with arts department to produce multimedia content that included video and infographics. Crafted sponsored content for branded partnerships.

JAN 2016 - MAR 2017

Content Writer, Condé Nast, New York, NY

- Worked with Vanityfair.com's managing editor to develop specialized multimedia packages for storytelling that included video, audio, and photographs. Reviewed tracks for *Pitchfork* and secured exclusive streaming with music labels and PR.

MAR 2015 - MAY 2016

Assignment Editor, VICE Media, LLC, Brooklyn, NY

- Edited content for Noisey, the music and culture vertical of VICE Media. Elevated brand visibility by leading sponsored columns with Garnier and Jansport. Submitted traffic-driving daily blog posts on music news to drive website traffic. Built a robust network of freelance writers, ensuring high-quality content for VICE Media through effective collaboration. Oversaw meticulous management of press-related communications.

SKILLS & SOFTWARE

Social Media Platforms - Content Management Systems (CMS) - SEO - CRM Software - G Suite - Google Analytics - SEMrush - Adobe InDesign

LINKS

brynlovittcopy.com

[linkedin.in.brynlovitt](https://linkedin.in/brynlovitt)