

# juliasonenshein

WRITER & EDITOR

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@juliasonenshein

## *about*

I am fanatical about sun protection and love to cook. As a coworker, I am likely to bring in baked goods, and I guarantee I have sunscreen in my bag if you need any.

## *employment*

### **DailyWorth, New York City, NY**

Senior Editor, 12/2015 - Present

*previously Associate Editor, 03/2015 - 12/2015*

- oversee daily operations and long term strategy of site and newsletter reaching 1 million+ subscribers
- lead team of editors, illustrators, producers, and roster of 20+ writers to conceptualize, assign, edit, and produce stories ranging from reported features to personal essays
- developed DailyWorth's features programming covering social issues
- built out DailyWorth's strategy for covering news
- maintain editorial calendar and budget
- manage social strategy for Facebook, Pinterest, Instagram, and Twitter
- monitor traffic and user engagement
- conceptualize site and newsletter redesign with Product team

### **Freelance Writer** 06/14 - Present

- writes reported features and essays on women's issues for multiple outlets including ELLE.com and MarieClaire.com
- contributed feature to MarieClaire.com's *Women and Guns* package

### **The Gloss, New York City, NY**

*Contributing Editor, 06/13 - 06/14*

- edited freelancers' articles
- wrote six posts per day about women's issues such as reproductive health, abortion legislation, institutionalized sexism and cultural biases
- maintained social media such as Twitter, Facebook, Pinterest, and Google+

## *education*

BFA in Graphic Design from Boston University Class of 2011

## *skills*

SailThru, Google Analytics, Parsley, Chartbeat, Google Keyword, Wordpress, Adobe Illustrator, Photoshop, InDesign, Flash, HTML/CSS

## *references*

Available upon request