

Julia Birkinbine

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Experience

American Media, Inc. • New York, NY

Closer Weekly • Executive Editor, Digital • November 2018 - Present

- Manage CloserWeekly.com's entire editorial content calendar including all news, evergreen, sponsored and SEO-based pitches as well as enforce team deadlines
- Lead a team of five online writers and a social media editor
- Edit and format all content published on *Closer Weekly's* site and social channels
- Work closely with the magazine's print team to develop engaging online content
- Monitor and review Google Analytics to ensure we're meeting goals and adjust content and metric planning accordingly to increase website traffic
- Hold regular team update and brainstorm meetings, manage writers' PTO and staffing schedule as well as interview, hire and train new team members

Bauer Xcel Media • New York, NY

Closer Weekly • Managing Editor, Digital • July 2018 - November 2018

- Edit and format all content written by *Closer Weekly's* digital team
- Assist with organizing pitches and assigning content to writers
- Pitch, write, edit and promote original entertainment and celebrity news articles, galleries and listicles for online publication
- Manage all of *Closer Weekly's* social media platforms
- Help monitor online traffic and ensure monthly monetization goals are met

Closer Weekly • Senior Editor, Digital • January 2016 - July 2018

- Pitch, write, edit and promote original entertainment and celebrity news articles, galleries and listicles for online publication
- Edit and format all content written by CloserWeekly.com's Junior Editor
- Manage all of *Closer Weekly's* social media platforms
- Interview celebrities on red carpets or via phone/email to create exclusive content

Closer Weekly • Online & Social Media Editor • October 2014 - January 2016

- Independently pitch, write, edit and promote original entertainment and celebrity news articles, galleries and listicles for online publication
- Manage CloserWeekly.com's social media platforms

Life & Style and *In Touch Weekly* • Online Features Editor • May 2014 - October 2014

- Pitch, write, edit and promote original entertainment and celebrity news articles, galleries and listicles for online publication
- Create and manage *Life & Style* and *In Touch Weekly's* Pinterest pages

BRAVA Magazine • Social Media Strategist • January 2014 - May 2014 • Madison, WI

- Execute and present a social media audit and develop/implement an updated social media strategy for *BRAVA's* online team

Curb Magazine • Copy Editor • August 2013 - December 2013 • Madison, WI

- Copyedit and fact-check every article written by the magazine's staff
- Develop story ideas, conduct interviews, write and edit articles for both print and online publication

CultureShock Media • CultureCritic Intern • June 2013 - August 2013 • London, UK

- Help write and aggregate reviews of upcoming film, book and album releases as well as theater, opera and dance performances for the brand's CultureCritic website

Education

University of Wisconsin-Madison
Bachelor of Arts in Journalism and
Strategic Communication
Minor in Leadership Development
May 2014

Skills

- Print & Digital Publishing
- AP Style
- WordPress
- Photoshop & InDesign
- iPhoto & iMovie
- Social Media Best Practices
- SEO Best Practices
- Google Analytics
- Asana Content Planning App
- PostUp Newsletter System
- Integrated Marketing

Activities & Honors

- Kappa Alpha Theta, Chicago Area Alumnae Chapter Member
- Association for Women in Communications
- Public Relations Student Society of America
- Michael J. Naylor Journalism Scholarship Recipient

Fun Facts

- I'm obsessed with pop culture, magazines, blogs and Instagram
- Awards season is my favorite time of year
- I've seen every *Friends* episode far too many times
- I'm not a mom (yet!) but I love kids, reading about parenting and learning about inspiring working women who do it all!