

Celeste Sunderland Gottfried

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- A writer, photographer, and web producer with over 15 years of professional experience.
- Experience managing a digital production department in a fast-paced office setting.
- Skilled at creating original content both independently as well as collaboratively.
- Proven ability to meet deadlines efficiently and consistently.
- Proficient with database admin, CMS, Moveable Type, Wordpress, Microsoft Office, PowerPoint, Photoshop, Illustrator, HTML, and all social media platforms.

PROFESSIONAL EXPERIENCE

MTV NETWORKS New York, NY

Sr. Online Producer, 2000 – 2007

- Oversaw digital content production for artist and music sections of VH1.com.
- Liaised with VH1's on-air music and talent team to identify brand initiatives.
- Planned and developed new hub pages for special events and new music franchises.
- Wrote promotional copy for homepage and various other sections of the website.
- Worked with music labels and publicists to maintain current photo and biographical information on over 200,000 database-driven artist pages in multiple music genres.

FREELANCE WORK

THE ACADEMY OF ART UNIVERSITY NEWSPAPER

Staff Reporter, 2014 – Present

- Covers on-campus events; profiles students, staff, faculty, and alumni; writes feature articles on pop culture and entertainment for the A&E section of this San Francisco art school's bi-weekly newspaper.

ARTPHAIRE

Contributing Writer, 2013 – Present

- Writes short-form articles about art exhibitions, events, art show roundups, and artist profiles for this digital contemporary art magazine produced by Park Hyatt.

MBF BIOSCIENCE

Blogger & Social Media Editor, 2009 – Present

- Launched this scientific research software development company's blog and social media presence; writes blog articles on medical, health, and biological science research studies; manages social media sites.

APARTMENT THERAPY

House Tour Contributor, 2009 – 2014

- Scouted, photographed, and profiled interesting homes with creative décor and historical value; wrote blog articles including “Design Guides” to cities like Barcelona and Berlin.

STARWOOD HOTELS AND RESORTS

Copywriter, 2007 – Present

- Develops copy for *Luxury Collection Destinations* and *The St. Regis New Grand Tour*, bespoke online travel guides that cater to an elite business and leisure clientele.

THE LOCAL Berlin, Germany

Contributing Writer, 2007 – 2013

- Wrote a weekly “What's On in Germany” column for this English-language German news site, that listed cultural events appealing to an Anglophone expat community; contributed travel and lifestyle articles.

EDUCATION

THE UNIVERSITY OF RHODE ISLAND, Kingston, RI

BA in Journalism, 1998