

BIANCA GRACIE

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3794 Bronx Blvd. | Bronx, NY | 10467

EDUCATION

Northeastern University; College of Art, Media & Design

Boston, MA

B.A., Communication Studies & Journalism, *Cum Laude*

May 2014

Honors: Haute Fashion Husky Student Leadership Award (2010); CAMD Student Advisory Board (2011-12)

American University of Paris

Paris, France

Study Abroad Program

September 2012-December 2012

Major: Global Communications

RELEVANT EXPERIENCE

SPIN Media- Idolator.com

New York, NY

Freelancer

November 2013-Present

- Reports to the managing editor with listicles and thinkpiece pitches that will draw successful readership. Has analyzed Jay Z's *The Black Album* for its 10th anniversary and defended the year 2000 as being the best for pop music.

Youth & Hysteria

Boston, MA

Founder

March 2011-Present

- Solely organizes, contributes and upkeeps a music and entertainment blog to preserve 185-follower readership. The most read post is the review of Lana Del Rey's 2012 debut *Born To Die* - with 7900 views, 208 likes and 205 comments.
- Upholds relationships with PR agents in London and NYC to promote exclusive content of artists including Nicolas Jaar, Shannon Wardrop, Hey Sleeper, etc.

WOOF Magazine

Boston, MA

Staff Writer

January 2012-May 2014

- Contributed entertainment articles for university's lifestyle magazine - including artist profiles, beauty trends, scoping the best concert venues in Boston, etc. Also helped editors with copy editing draft articles.
- Organized fundraisers and advertising techniques (social media promotion, magazine release parties, and collaborations with other clubs) with the marketing team that boosted the publication's presence on campus.

SPIN Media- Idolator.com

New York, NY

Editorial Intern

May 2013-October 2013

- Aggregated daily news & wrote timely posts about music and entertainment. With the help of proper SEO and social media promotion, articles were seen by 44,000 Facebook viewers and 32,000 Twitter followers daily.
- Interviewed Classified & Goodie Mob, assisted with interviewing Sevnyn Streeter, Megan + Liz, and Labrinth; helped with camera work during takes; created photo galleries & helped to edit content with video producer on Final Cut Pro.

The 7eme

Paris, France

Sub-Editor

September 2012 - December 2012

- Helped the editor-in-chief of American University of Paris' online publication to improve the grammar and content of staff writers' articles. Also contributed articles for fashion, arts and music sections.
- Worked as a fashion correspondent during Spring/Summer '13 Paris Fashion Week; wrote nine reviews for shows including Issey Miyake, Guy Laroche and Aganovich.

The Globe Showroom

New York, NY

Social Media Consultant

February 2011 - August 2012

- Created Twitter account with a follower count increase of 30 percent, expanded blog traffic to average 1500 views per month, maintained Facebook page with celebrity PR posts, interviewed fashion designers and boutique owners about their businesses.

WORK EXPERIENCE

Urban Outfitters

New York, NY/Boston, MA

Sales Associate

May 2013-Present

- Maintains customer service in order to meet daily sales goals and helped to lower shrink number by preventing shoplifting; prepared for mystery shoppers and pop-up visits by regional/district managers and loss prevention manager.

PUBLICATIONS

Dash Magazine 3 articles published in London-based fashion magazine covering Paris Women's Spring/Summer '13 fashion week.

SKILLS & FURTHER INFORMATION

Technology: Microsoft Office; some Google Analytics; some Photoshop, SEO, HTML, Final Cut Pro; Social Media

Interests: Music, Film, Travel (China, Italy, Greece, South Africa, France), Poetry, Fashion, Fine Arts, Pop Culture