

CRYSTAL LEWIS BROWN

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BACKGROUND

Skilled editorial operations manager, editor, writer and branded content strategist with more than a decade of journalism and editing experience.

SKILLS

Buffer | Social Media | Google Analytics | Crowdtangle | Chartbeat | Salthru | Sprinklr | WordPress | Microsoft Office Suite | Basecamp | Hootsuite

EXPERIENCE

- 2/2013-1/2017 Director, Editorial Operations, *SheKnows Media*, Scottsdale, AZ
- Managed monthly budget, invoicing, contact executions and content syndication for the #1 ComScore-ranked women's lifestyle site, spanning eight verticals and including hundreds of contractors and vendors.
 - Managed a team of editors, assignment editors and contractors in remote locations.
 - Developed and managed the yearly, monthly and daily editorial calendar and day-to-day content selection to ensure continuity of coverage of both evergreen and trending content.
 - Overhauled website's branded content strategy, leading to better quality content and more natural brand integrations with companies such as Starbucks, Carnival Cruises and Natural Balance.
 - Used SEO-best practices to help editors develop content strategy for various channels and to develop branded content and editorial tentpole ideas.
 - Developed an editorial production process that streamlined the copy-editing and formatting processes, leading to better consistency across the site.
 - Coordinated with design, product and marketing teams to provide a cohesive product and ensure site continuity.
 - Managed newsletter content selection and social media posts.

1/2012—2/2013 Wire Copy Editor, *Gannett Phoenix Design Studio*, Phoenix, AZ

- Copy-edited and wrote headlines for news, features and sports stories for 10 regional deadlines on tight deadlines.
- Led and executed sports agate curation during sports coverage.
- Recognized as wire editor of the year for consistent accuracy under strict deadline pressure.

10/2008-
12/2011

Editor, *Fort Jackson Leader*, Fort Jackson, S.C.

- Promoted to editor from staff writer within six months.
- Managed a team of reporters/photographers and a news editor.
- Assigned stories, edited copy, selected photos and led all aspects of production for the weekly newspaper, including the newspaper's first redesign.
- Recognized with awards in column writing, headline writing and photo page design from the South Carolina Press Association, which were the first non-military affiliated awards for the newspaper.

EDUCATION

Master of Science, Journalism, Tallahassee, Florida, *Florida A&M University*

Bachelor of Arts, Communication (Print Journalism), Mobile, Alabama, *University of South Alabama*

Poynter-NABJ Leadership Academy for Diversity in Digital Media; St. Petersburg, Florida, *Poynter Institute for Media Studies*

PROFESSIONAL ORGANIZATIONS

National Association of Black Journalists | Online News Association | Society of Professional Journalists | American Copy Editors Society