

CRYSTAL LEWIS BROWN

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BACKGROUND

Skilled editorial operations manager, editor, writer and content strategist with more than 14 years of journalism and editing experience.

SKILLS

Buffer | Social Media | Google Analytics | CrowdTangle | Chartbeat | Sailthru
Sprinklr | WordPress | Microsoft Office Suite | Basecamp | Hootsuite | AP Style

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, Bravo, Marie Callender, Embassy Suites, Carnival Cruises, Capital One, FX and Natural Balance.
 - Used SEO-best practices and analytics 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.
- 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.

5/2007-2/2008

ACAP Counselor, *Serco-North America*, Schweinfurt, Germany

- Advised and counseled clients on all aspects of career development, including job market, school and salary information.

10/2005-7/2006

Housing Management Specialist, *USAG Schweinfurt*, Schweinfurt, Germany

- Developed and prepared housing information and worksheets for garrison-wide dissemination.
- Served as a housing spokesperson for community briefings.

1/2003-5/2005

Associate Editor, *Capital Outlook*, Tallahassee, FL

- Assigned, supervised and edited stories for freelance and intern reporters.

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