

CARA ZIMMERMAN

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EDUCATION

BOSTON UNIVERSITY, *Class of 2017 (Expected)*

Boston, MA

B.A., Journalism (Candidate), Concentration in Magazine Journalism

EXPERIENCE

May '17 -
Aug. '17

HARPER'S BAZAAR, *Digital Editorial Intern*

- Pitched and wrote over 70 articles on deadline (news, beauty, celebrity)
- Built stories on backend, including #TheList, celebrity style galleries, and more
- Optimized new and old pieces by curating images and updating metadata/SEO needs
- Managed daily social feeds including the Harper's BAZAAR Pinterest and Tumblr

Jan. '15 -
Present

THE DAILY FREE PRESS (BOSTON UNIVERSITY), *Fashion Columnist*

- Launched fashion column for BU's campus newspaper, distributed to 30k+ readers
- Reported on trends and created a Q&A section to engage with reader queries
- Fine-tuned ability to attract reader attention through savvy hooks and headlines
- Learned to produce quality content within technical constraints of space and deadline

Oct. '16 -
Present

THE RIVAL, *Director*

- Produced and launched the website and social media channels for The Rival BU
- Recruited 23 staffers in one week, including writers, editors, and social strategists

Apr. '16 -
Present

ODYSSEY ONLINE, *Contributor*

- Contributed weekly original pieces, including the most-viewed article on the site
- Chaired and coordinated weekly on-campus meetings with other contributors

Jan. '14 -
May '17

COLLEGE FASHIONISTA, *Freelance Fashion Blogger*

- Produced dozens of posts that attracted higher than average views
- Studied the amateur fashion market and reported on trends
- Developed a unique writing voice and intuition for covering style

Jun. '16 -
Aug. '16

GOLIGHTLY MEDIA, *Public Relations Intern*

- Assisted PR efforts for Atlantic Records, Wind-Up Records, and 300 Entertainment
- Authored press releases for tours and pitched new music to major publications
- Coordinated events and worked on set with artists like Young Thug and Fetty Wap

Jun. '15 -
Aug. '15

DUJOUR MAGAZINE, *Publication Intern*

- Conducted research to obtain product placement information for upcoming issues
- Liaised with major fashion houses like D&G and Versace to distribute editorial spreads
- Assisted with an event in NYC to celebrate Bruce Weber and the NFL's collaboration
- Acquired insight into the publication process and hosting promotional events

SKILLS

- Content: Adobe Creative Suite, Microsoft Office, HTML/CSS, WordPress, DreamWeaver
- Social Media: Facebook, Twitter, Instagram, Pinterest, Tumblr, Digg
- Measurement/Tracking: Chartbeat, CrowdTangle, Dataminr, Google Alerts