

AMANDA LUNDGREN



CONTACT

Amanda Lundgren
557 Hart St 2D
Brooklyn, NY 11221
t: 608-347-9855
e: alundgren31@gmail.com
w: amandamlundgren.com

EDUCATION

University of Missouri
GPA: 3.85
Graduated Magna Cum Laude with a bachelor of journalism (emphasis in magazine editing) & a minor in textile & apparel management

SOCIAL MEDIA

 [@amandamlundgren](https://www.instagram.com/amandamlundgren)

 [linkedin.com/in/amandamlundgren-1a495350/](https://www.linkedin.com/in/amandamlundgren-1a495350/)

OTHER EXPERIENCE

Cosmopolitan
Editorial Fellow
Jan. 2019 - Sept. 2019

INSIDER
Freelance Writer
Oct. 2018 - Dec. 2018

Clever
Writer
June 2018 - Oct. 2018

College Fashionista
Editorial Fellow
Jan. 2018 - May 2018

Vox Magazine
Music Department Editor
Aug. 2017 - Dec. 2017

WORK EXPERIENCE

● **WeWoreWhat, Content Director**

June 2023 - Sept. 2024, New York, NY

- Lead content strategy for social channels & members-only subscription
- Created content plans & verbiage for each collection launch
- Styled all looks on-model & sourced accessories for campaign & e-comm shoots
- Wrote copy for social channels, email, text, website, & blog
- Created moodboards & shot lists for photo/video shoots
- Reviewed & edited product copy for all collections
- Consulted with ads manager on content, design, & strategy for paid social ads
- Used analytic tools to track performance & inform content decisions

Key Success: Increased Instagram following by 42K, reach by 46%, & engagement by 37% YOY

● **Stash, Social Media Copywriter**

April 2022 - Dec. 2022, New York, NY

- Crafted copy & scripts for Instagram, Twitter, Facebook, & TikTok
- Planned & brainstormed social content with designer & team lead
- Adapted & optimized blog content for various social platforms
- Collaborated with the broader marketing team on campaigns
- Used analytic tools to track performance & inform content decisions
- Monitored social trends to use on Stash social platforms
- Met regularly with Writers Guild to discuss brand voice & copy guidelines
- Assisted with paid social, push, & email copy

Key Success: Increased social engagement by 400% from Q2 to Q3 through refreshed copy & strategy

● **SoulCycle, Social Media Specialist**

Mar. 2020 - April 2022, New York, NY

- Managed social calendar, inclusive of Instagram, TikTok, & Twitter
- Planned & executed social content for broader marketing campaigns
- Partnered with design team to create on-brand social assets
- Led outreach & management of the influencer program
- Identified cultural trends & strategized how to participate as a brand
- Assisted in the production of creative shoots & in-person events
- Engaged with followers through daily community management
- Used analytics to inform content decisions & create monthly reports
- Worked cross-functionally with various teams to address business needs

Key Success: Earned press coverage & 250K+ organic impressions from one [meme](#)

● **Harper's BAZAAR, Social Media Editor**

Sept. 2019 - Feb. 2020, New York, NY

- Created seven original Snapchat Discover editions per week
- Collaborated with designers to create & edit each edition
- Wrote social copy for Facebook, Instagram, & Twitter posts
- Monitored fashion trends & celebrity style to cover on social platforms
- Built & packaged print stories to live on harpersbazaar.com
- Optimized headlines, decks, & copy for various social platforms
- Used analytic tools to track performance & inform content decisions

Key Success: Overtook Cosmopolitan as the biggest Hearst Snapchat channel for the first time in HBZ brand history