

AMANDA LUNDGREN



CONTACT

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EDUCATION

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

SOCIAL MEDIA

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

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

OTHER EXPERIENCE

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

Stash, Social Media Copywriter

April 2022 - Dec. 2022, New York, NY

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

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

SoulCycle, Social Media Specialist

Mar. 2020 - April 2022, New York, NY

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

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

Harper's BAZAAR, Social Media Editor

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

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

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

Cosmopolitan, Editorial Fellow

Jan. 2019 - Sept. 2019, New York, NY

- Wrote entertainment and celebrity news stories for cosmopolitan.com
- Syndicated trending stories from other Hearst brands
- Wrote social copy for Facebook and Twitter posts
- Maintained the Facebook video schedule and Cosmo Pinterest account
- Pitched ideas and wrote scripts for social media videos
- Created daily Snapchat Curated editions
- Sourced content for Instagram posts and managed DMs
- Curated original Cosmo Spotify playlists

Key Success: Identified a lack of optimization on the Cosmo Pinterest and created new templates that increased site traffic from Pinterest by 200%