

JUSTINE GOODMAN
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<http://www.justinegoodman.com>

PROFILE & SKILLS

- Web expert and established writer and editor with an extensive background in pop culture, entertainment, nightlife, restaurants, fashion/shopping, beauty, events, travel and music
- Comedy aficionado and humor writer specializing in late-night-style monologue jokes, amusing and topical “quick posts,” and longer-form cultural trend pieces
- Celebrity writer: conducted personal interviews with Andy Samberg, Jason Segel, Jonah Hill, Dax Shepard, Perez Hilton, Wes Craven, Tom Green, Jamie Kennedy, Lil’ Jon, Donnie Wahlberg, John Leguizamo, Nick Cannon and many others
- Experience as a senior-level manager, overseeing a team of full-time employees and freelancers
- Organized, detail-oriented and accustomed to performing under intense pressure and tight deadlines with little or no supervision; able to balance multiple unrelated projects at the same time
- Proficient in Adobe InDesign, Photoshop, assorted blogging platforms and CMS systems, and all Microsoft Office programs; expert in SEO best practices and social media tools

WORK EXPERIENCE

- 2011** **Contributing Writer, *American Express Publishing, New York***
- Under contract to produce weekly editorial content (write-ups on restaurants, hotels, nightlife, events, etc.) for Travel + Leisure and Food & Wine (online)
- 2011** **Contributing Writer, *Time Out New York***
- Regular contributor of articles on culture and fashion for leading magazine
- 2011** **Ad Copywriter, *Liberty Advertising, New York***
- Write short-form advertisements and advertorial content for major websites including Evite and Match.com
- 2011** **Blogger, *PopEater.com, New York***
- Frequent contributor to AOL-owned celebrity and entertainment news site, writing humorous features and topical posts
- 2011** **Contributing Writer, *amNewYork (a publication of Newsday), New York***
- Freelance contributor to NY’s highest circulation daily newspaper, writing humorous features on local nightlife and events
- 2011** **Contributing Writer, *juli b, New York***
- Write weekly restaurant, nightlife and shopping reviews for luxury lifestyle website
- 2010-2011** **Contributing Editor, *Demand Studios, Los Angeles***
- Copy- and content-edit a large volume of travel and dining articles
- 2010-2011** **Featured Blogger, *The Huffington Post, New York***
- Contribute celebrity interviews and profiles, local New York-centric items and humor pieces
- 2007-2010** **Senior Editor, *Citysearch.com (an IAC Company), New York***
- Top New York editor responsible for selecting, overseeing and editing all editorial content at a leading online city guide with 50 million unique visitors/month
 - Wrote reviews, homepage features and daily blog posts in all areas of coverage (restaurants, nightlife, shopping, spa/beauty, hotels, events, local news and trends)

- Supervised a growing staff of local editors, freelance writers and interns
- Launched and oversaw all advertorial and social media efforts (Twitter, Facebook, weekly subscriber newsletter)
- Served as editorial point of contact for internal advertising, marketing and PR departments
- Organized and hosted all local events, securing sponsorships and partnering with other media outlets

2005-2007 Associate Editor, *YRB Magazine*, New York

- Staff editor at bi-monthly music/culture/fashion/entertainment magazine
- Fielded editorial pitches; selected and wrote or assigned and top-edited all front-of-book copy, and music, celebrity and entertainment sections (movies, TV, books)
- Conducted interviews with dozens of celebrities for feature stories
- Collaborated with hundreds of publicists, writers, photographers, artists, stylists, graphic designers and other editors through every stage of production, from brainstorming to reviewing final proofs
- Traveled on assignments to cover concerts in Minnesota, fashion shows in Milan, Bahamian island getaways and more

2007 TV Writer, Producer, *Shorties* (aka “The One Minute Show”), New York

- Developed and produced short-form video segments and wrote and edited scripts for a mini-series produced by YRB Magazine in association with MTV2

2006-2007 Contributing Editor, *Back-A-Yard Magazine*, New York

- Edited front-of-book copy, music reviews and features for quarterly reggae music and culture magazine based in Kingston, Jamaica
- Re-wrote media kit and large portions of copy, and restructured content to make the publication more accessible to a mainstream American audience

2006 Contributing Writer, *Newsweek’s Annual College Guide (2007 Edition)*, New York

- Published two original articles

2003-2005 Web Content Writer, Copy Editor, *WebAdvantage.net*, Aberdeen, MD

- Updated and refreshed existing copy and wrote new, SEO-friendly copy for award-winning online marketing and advertising firm

EDUCATION

2003-2005 Brown University, Providence, RI
Degree: B.A., Philosophy

2001-2003 Bard College, Annandale-On-Hudson, NY
English and Comparative Literature major (transferred to Brown in 2003)

REFERENCES

Available upon request.