

Dan Clarendon

Profile

I have 10 years of content creation and communications experience. I wrote more than 5,000 articles and galleries for *Wetpaint* and *Us Weekly* and hundreds more for other websites, and I was the content writer for the tech startup Werk. I'm also a graphic designer, web designer, and programmer.

Contact

www.danclarendon.com

Skills

Content writing



News writing



Creative writing



Proofreading



Interpersonal skills



Written and oral communication



Editing



Reporting



Social media management



Web design



Graphic design



Project management



Copywriting



Microsoft Office



G Suite



WordPress



Adobe Photoshop



Employment

SEP 2017 - CURRENT

FREELANCE JOURNALIST

TEEN VOGUE, QUEERTY, DAILY MAIL, A PLUS, MARIE CLAIRE, LIFE & STYLE, IN TOUCH, CLOSER WEEKLY, AND TV INSIDER

- Writing articles and features based on assignments and pitches in high volume and within strict deadlines, while following SEO best practices

JUN 2018 - MAR 2020

WRITER

US WEEKLY

- Pitched, wrote, and published several articles, galleries, and updates each workday
- Scheduled content around significant dates in editorial calendar
- Promoted content on social media channels
- Used Google Analytics to seize traffic-driving opportunities

NOV 2017 - OCT 2019

CONTENT WRITER

WERK

- Positioned Werk's services to stakeholders and potential clients with compelling data and research
- Wrote copy, branding/marketing materials, case studies, interviews, presentation decks, and blog posts to drive business
- Contributed to B2B and B2C communications, including thought leadership essays
- Compiled qualitative and quantitative data to support company's value proposition

SEP 2010 - SEP 2017

FEATURES EDITOR

WETPAINT

(previously Associate Editor, Assistant Editor, and Freelancer)

- Wrote more than 3,700 articles and galleries on pop culture and TV — often with witty, brand-specific tone
- Provided copy for marketing and brand identity purposes
- Created content that attracted more than 5.3 million pageviews over two months
- Achieved membership into GALECA: The Society of LGBTQ Entertainment Critics
- Cultivated *Wetpaint's* most popular post (with more than 17 million pageviews from more than 685,000 unique visitors)
- Served as LGBTQ news editor
- Managed and assigned stories to freelancers
- Used Google Analytics and strategized with social media promoters to bring in maximum web traffic
- Liaised with syndication partners to ensure 300,000 pageviews a month
- Trained new employees and freelancers on content management system

Education

SEP 2006 - MAY 2010

BACHELOR OF ARTS, SCREENWRITING

HAMPSHIRE COLLEGE, AMHERST, MA

Publications

Mar 2018

"RACISM AND SOCIAL WORK: A MODEL SYLLABUS FOR GRADUATE-LEVEL TEACHING"

JOURNAL OF TEACHING IN SOCIAL WORK, VOL. 38, ISSUE 2

Co-written with A. Tisman