

# Juliet Bennett

[jbrylah@gmail.com](mailto:jbrylah@gmail.com)

## HARD SKILLS

Journalism  
Copywriting  
Content Strategy  
Editing  
Digital Communication  
Storytelling  
Narrative Design  
Research & Fact  
Checking  
Creative Writing  
Brand Voice

## SOFT SKILLS

Teamwork  
Empathy  
Deadlines  
Multi-tasking  
Organization  
Creativity

### **Facebook, Los Angeles, CA**

*Contract Content Editor, Business Education, May 2019 – January 2020*

I was recruited for a 7-month contract, during which I worked closely with Facebook's instructional designers and content strategists to revise and edit online lessons, help center articles, Blueprint certification courses and exams, and more. Other projects included writing and revising terminology glossaries and style guides, establishing SEO and metadata guides, and conducting regular content audits. This contract required me to quickly learn about Facebook's products, ad processes and best practices, and brand content standards.

### **Freelance Journalist/Copywriter/Narrative Design, Los Angeles, CA**

*February 2017 – Present*

I work to tell people-driven stories with accuracy and empathy. As a journalist, I've written for outlets including The Hollywood Reporter, Entrepreneur, Westways, Playboy, IGN, KCET, KPCC, Los Angeles Magazine, Thrillist, Nerdist, Vice, and others.

I write conversational, effective copy. Past clients include Capitol Records, Wagstaff Worldwide, Meow Wolf, Digital Current, Postmates, Visit West Hollywood, and Thinkbox Creative.

I also work collaboratively as a narrative designer/consultant on interactive attractions and games, most recently for Otherworld, an immersive sci-fi experience that launched in Ohio in 2019.

### **LAist, Los Angeles, CA**

*Senior Editor, January 2016 – February 2017*

*Associate Editor, April 2014 – January 2016*

I wrote and edited multiple original and aggregated stories each week. I not only maintained but exceeded pageview goals through adventurous stories about Los Angeles's history and entertainment scenes.

### **Rapid Growth Media, Grand Rapids, MI**

*Managing Editor, August 2010 – September 2013*

RGM specializes in business, tech, development, culture, and social justice news in West Michigan. As Managing Editor, I assigned and edited all content; managed staff and freelancers; helped organize and execute lectures and special events; built community connections; maintained relationships with sponsors and stakeholders; worked with custom CMS to build and publish our weekly publication and newsletter; managed the editorial calendar and budget, and participated in social media strategies. I also served as the project manager for our partnership with nonprofit Center for Community Progress, writing and editing relevant content across our parent company's markets in 16 states.

### **Education**

**Grand Valley State University, Grand Rapids, MI**

*2004 – 2007*

B.A., Professional Writing

