

Emily Rekstis

erekstis@gmail.com ☐ 410-443-1005

Content Development Experience

US WEEKLY, January 2019 to January 2021, New York, NY— *Beauty & Style Editor*

- Developed and wrote strong SEO and trending celebrity beauty and fashion stories daily.
- Covered awards show red carpets live and share on all social networks including Twitter, Facebook and Instagram.

Freelance, September 2016 to January 2019, New York, NY— *Content Creator and Writer*

- Worked as the weekend and holiday News Writer for **NEW BEAUTY**.
- Contributed beauty, health, fashion, and lifestyle articles for sites such as **SELF, GLAMOUR, DOMINO, HELLO GIGGLES, BEST LIFE, STYLECASTER, GREATIST, RACKED, WOMEN'S HEALTH, THE CUT, BUZZFEED** and **FASHIONISTA**.
- Wrote branded content stories and press for **MAYBELLINE** and **ESSIE** during NYFW SS2018.
- Worked as the part-time, temporary, contributing beauty editor at **OK** and **STAR** magazines.
- Researched, organized and helped develop **FASHIONISTA's** Influencer Network.

SELF MAGAZINE, July 2015 to August 2016, New York, NY— *Beauty Assistant*

- Pitched, developed and wrote two front of book stories each issue.
- Managed market research for multiple stories each issue, including freelancer pieces.

HARPER'S BAZAAR, December 2014 to July 2015, New York, NY— *Freelance Beauty Assistant*

- Researched trends, treatments, market, clinical studies and new FDA approvals for the editors and freelancers.
- Scheduled and organized still life beauty shoots, while coordinating with photographers to get the shots.

Freelance, Summer 2014 to December 2014 New York, NY— *Freelance Writer*

- Pitched and wrote 3-5 articles a week for **BEAUTY HIGH** and covered 3-4 shows a day backstage at NYFW SS 2015.
- Contributed articles to **THE JM EDIT, ELITE DAILY** and **PREVENTION**.

MARIECLAIRE.com, Fall 2013, New York, NY— *Editorial Intern*

- Pitched, developed and wrote digital posts on celebrity, fashion and beauty.

STYLECASTER/DAILYMAKEOVER.com, Summer 2013, New York, NY— *Editorial Intern*

- Pitched, researched, and wrote daily news posts covering celebrities and beauty trends.

COSMOPOLITAN, Fall 2012, New York, NY— *Editorial Intern*

- Interviewed, conducted and organized in-depth topical research to develop strong content for in-book and digital stories.

BEAUTYSWEETSPOT.com, Summer 2012, New York, NY— *Editorial Intern*

- Conducted trend and content research, wrote 2-3 blog posts a week and attended industry events representing the brand.

Education

WAGNER COLLEGE, Staten Island, NY – **Bachelor of Arts, English Literature**. Minor: Journalism. (*Cum Laude*)

Skills

AP Style, HTML, InDesign, Photoshop, editing, copywriting, market research, SEO, Google Analytics, CMS' WordPress, Magnus and Copilot

Volunteer Work

HDSA TEAM HOPE NEW YORK CITY CHAPTER —*Board Member*

- Help plan annual Team Hope NYC walk and other events throughout the year to raise money for Huntington's Disease research.