

CALLI KAY FERGUSON

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Passionate freelance culture writer and content creator with over a year of experience working with brands, apps, and publications to produce engaging arts, culture, and travel content.

WORK :

Freelance (WRITER/ CONTENT CREATOR)
Produce high quality articles, blog posts, and short-form videos to draw traffic and build community for arts, culture, and travel brands

the groovement (CONTRIBUTING WRITER)
May 2022- Present
Write artist interviews, concerts recaps, and other live music content for the company's editorial platform

VIP Traveler (WRITER/CONTENT CREATOR)
September 2021-Present [PT]
Enrich content through on-brand, SEO-rich writing; Research, write, and upload personalized hotel and destination recommendations

The Nudge (NYC Contributor)
August 2022-Present
Create engaging short-form video content of NYC itineraries; find and pitch unique, exciting experiences for NYC 'Nudge Plans'

Whim App (NYC REPORTER)
February 2022-August 2022
Update users on art/fashion/music events going on in NYC through live short-form video or photo posts.

EDUCATION :

New York University
Gallatin School of Individualized Study
BA in "Individualized Study" GPA : 3.912
Graduated May, 2021 *Magna Cum Laude*
Aspen High School
Graduated June, 2017 GPA : 4.0

Minnie Muse (EDITORIAL INTERN)
January-September 2020
Created and managed content for online publication and social media. Wrote fashion collection recaps as well as weekly 'musts' for minniemuse.com.

Rory Tahari (INTERN)
Summer 2019
Strengthened RT's brand through connecting predictions to fashion news, helping to implement SEO/marketing strategies; Found speaking opportunities; Researched notes for meetings

Dimanche Creative (FASHION INTERN)
Fall 2018
Organized sample trafficking; Researched brands for stylist; Assisted at photoshoots; Wrote music, film, and fashion copy for the DIMANCHE website

Local Coffee House (REGISTER, SERVER, COOK,
CLOSING MANAGER)
Summer 2018

Housing Works (VOLUNTEER)
Fall 2017

SKILLS :

Creativity; Collaboration; Writing; Critical Thinking; Content Management; Problem Solving; Styling/Curation; SEO; UGC Creation; Adobe InDesign; Procreate Software; Shopify; Social Media; Editorial; Calligraphy