

# JULIANNE CLARK

*Editor + Writer*

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## Rue La La

*Copy Editor*

BOSTON, MA  
APRIL 2015 – PRESENT

*I edit content across all of [Rue La La](#)'s platforms, primarily for [Rue Now](#), our fashion and lifestyle website. All content adheres to Rue La La's house style guide and is developed in our unique brand voice. I thrive in Rue La La's fast-paced, constantly changing start-up environment.*

*As one of the core members of the small, agile Rue Now team, I work with editors, writers, and designers to ensure that all copy on the website is fresh, error-free, and aligned with our voice, brand roadmap, and creative goals. I collaborate to conceptualize and develop a content plan in terms of SEO, audience, trends, and traffic, and I analyze story performance to inform content strategy.*

- Act as lead copy editor on [Rue La La](#)'s fashion and lifestyle content and commerce platform, [Rue Now](#).
- Copyedit all original and syndicated articles on Rue Now. We currently publish 15 articles per day.
- Copyedit all marketing assets related to Rue Now, including email newsletter content and on-site banners.
- Collaborate to conceptualize and develop Rue Now's content strategy in terms of SEO, audience, trends, and traffic and visitation numbers.
- Analyze content performance on Rue Now, drawing insights to inform process and workflow changes or improvements as necessary.
- Manage the daily copy-flow schedule for Rue Now, tracking posts as they are routed through the editorial process from writer to copy editor.
- Edit and fact-check all special-category sales on Rue La La, including travel, subscription, wine, and spa offers.
- Edit copy for website, email, and marketing assets pertaining to Rue La La's daily flash sales ("Boutiques") across all categories, including home and women's, men's, and children's fashion.
- Edit marketing content for mobile and email, including push notifications, newsletter and in-app copy, and copy in design assets across all Rue La La platforms.
- Edit acquisitions content, including copy for Facebook and Instagram ads.
- Edited blog posts for The Style Guide, Rue La La's fashion and lifestyle blog. The Style Guide was folded into Rue Now in early 2016.

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**SmarterTravel, A TripAdvisor Company**  
*Contributing Copy Editor*

BOSTON, MA  
JUNE 2012 – APRIL 2015

- Copyedited and fact-checked feature articles, slideshow galleries, blogs, and press releases for all brands in the SmarterTravel Media Group (predominantly [SmarterTravel](#), [BookingBuddy](#), [Airfarewatchdog](#), and [Jetsetter](#)).
  - Copyedited email newsletters for SmarterTravel, BookingBuddy, and Airfarewatchdog.
  - Copyedited flash sales for Jetsetter and SniqueAway.
  - Wrote feature articles and blogs for SmarterTravel.
  - Communicated with tourism boards to plan and research press trips.
  - Managed relationships with syndication partners, including Yahoo! Travel and Huffington Post, to strategize for incoming and outgoing content.
  - Managed SmarterTravel's Instagram account and ran contests and giveaways to increase follower numbers, community engagement, and influence.
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## **Pearson Education**

*Associate Editor (Contract)*

MARCH 2012 – JUNE 2012

BOSTON, MA

- Worked in the math department to aid in the creation of an online homework component to accompany an upcoming algebra program.
  - Proofread, cold read, and copyedited correction passes from both the student and teacher editions of the program.
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## **Aptara, Inc.**

*Copy Editor/Proofreader*

MARCH 2011 – APRIL 2012

BOSTON, MA

- Proofread, cold read, and copyedited content for major academic publishers, using a house-specific style guide for each project.
  - Assisted in project management duties and attended off-site meetings with clients.
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## **Flyleaf Books**

*Children's Books Specialist/Events Coordinator*

APRIL 2010 – JAN. 2011

CHAPEL HILL, NC

- Worked with publishers to secure co-op money.
  - Planned and ran events for children, including author events and “story times.”
  - Managed store’s website; created content for in-store event advertisements and event listings.
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## **Penguin Young Readers Group**

*Copy Editor/Cold Reader (Freelance)*

AUG. 2007 – APRIL 2010

NEW YORK, NY

JUNE 2009 – APRIL 2010

- Ensured consistency and accuracy in grammar, style, and tone using Penguin’s style guide.
- Suggested improvements in organization, formatting, style, and voice.

- Analyzed the target audience and ensured that the work was consistently appropriate.

### *Editorial Assistant*

DEC. 2008 – MAY 2009

- Served as assistant to President/Publisher of Razorbill.
- Read unsolicited manuscripts and made the decision to read further or reject.
- Read agented manuscripts and wrote coverage reports.
- Ran weekly acquisitions meeting.
- Copyedited and proofread manuscript copy.
- Brainstormed titles and concepts for books.

### *Publicity Assistant*

AUG. 2007 – NOV. 2008

- Served as the assistant to PYRG's Director of Publicity; planned and kept her calendar.
- Set up bookstore appearances and author events; planned and arranged author tours.
- Wrote press releases, created press kits, and sent out mailings to both short-lead and long-lead reviewers; followed up to ensure coverage; created "Clippings Memos" to track media hits.
- Coded and submitted invoices, bills, and expense reports to accounting.

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## **Education**

*University of North Carolina at Chapel Hill*  
Chapel Hill, NC  
2003 – 2007  
BA, English

*University of Denver Publishing Institute*  
Denver, CO  
July 2007 – Aug. 2007  
Certificate in Publishing

## **Internships**

*University of North Carolina Press*  
Advertising Intern  
Jan. 2007 – May 2007  
Chapel Hill, NC

*Algonquin Books of Chapel Hill*  
Publicity/Marketing Intern  
June 2005 – Dec. 2005  
Chapel Hill, NC

## **Skills**

- HTML
- CSS
- Google Analytics
- WordPress
- NewsCred CMS
- InDesign
- Photoshop
- Adobe Acrobat
- Microsoft Suite