



SIERRA L. BOONE

JOURNALIST & DIGITAL
CONTENT STRATEGIST

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ABOUT ME

Creative, skilled media professional with interests in social justice, beauty, and pop culture. Excellent writing and communications skills, and well-adapted to fast paced environments.

EDUCATION

BACHELOR OF SCIENCE, MAJOR IN JOURNALISM
NORTHWESTERN UNIVERSITY | 2013 - 2017
WILDCAT EXCELLENCE AWARD RECIPIENT

EXPERIENCE

CONTENT FELLOW

BABEL, BABEL MAGAZINE (NYC)

FEB 2018 - AUG 2018 (6-MONTH FELLOWSHIP)

- Led project management for digital video series, "Culture City," published on the Babel Magazine.
- Repurposed existing language content in new, interactive formats, showing increased engagement.
- Took over all social media production for a week; designed "Bastille Day" Instagram Story that increased "swipe up" engagement and sales.
- Built Babel USA Flipboard account from scratch to verification.

FREELANCE PRODUCT DESCRIPTION COPYWRITER

MAYVENN HAIR (REMOTE)

SEP 2017 - DEC 2017

- Wrote creative copy for 3 major product line launches on Mayvenn.com, including the most-popular line of Dyed Virgin Hair.

BAY AREA IMMERSION FELLOW

NORTHWESTERN SAN FRANCISCO CAMPUS

MAR 2017 - JUN 2017

- Piloted entrepreneurship program, receiving instruction from professionals at Uber, Shmoop, Airbnb and more.
- Specialized in content marketing for tech companies.

COMMUNICATIONS INTERN

EN BUENAS MANOS (BUENOS AIRES, ARGENTINA)

JAN 2017 - MAR 2017

- Led Spanish audio/video content development and distribution for social audience of 5,000.

EDITORIAL INTERN

CRWN MAGAZINE, LLC (NYC)

JUN 2016 - AUG 2016

- Commissioned and edited editorial pieces for three sections of the print magazine.
- Wrote weekly blog posts, one of which was featured in BuzzFeed, garnering 25,000 impressions.

SKILLS

- Social media strategy
- Blogging
- Copy writing
- Video production & hosting
- AP Style
- Multi-media communications
- Project management
- Reporting & interviewing