



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

CROSS-PLATFORM SOCIAL PRODUCER

NAMELESS NETWORK
OCT 2018 - PRESENT

- Produce 20+ videos per month for client AOL's 'In The Know Beauty' vertical, amassing 3+ million views.
- Create and manage social strategies for Nameless Instagram, Twitter and YouTube – an audience of more than 4 million.
- Built and manage March For Science socials, reaching 1+ million impression in less than 3 months.
- Created native Instagram content for the Museum of Pizza, which was featured on The Today Show.

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 and YouTube channel.
- Took over all social media production for a week; designed "Bastille Day" Instagram Story that doubled "swipe up" engagement and sales.
- Built Babel USA Flipboard account from scratch to verification as an official publisher.

COPYWRITER & BLOGGER

MAYVENN HAIR (REMOTE)
SEP 2017 - MAR 2018

- Wrote posts for 'Real Beautiful' e-commerce blog on hairstyles, haircare and wearing extensions, garnering the most blog sales in February 2018.
- Wrote creative copy for 3 major product line launches on Mayvonn.com, including the most-popular line of Dyed Virgin Hair.

EDITORIAL INTERN

CRWN MAGAZINE, LLC (NYC)
JUN 2016 - AUG 2016

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

SKILLS

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