# COleman

#### HEYTHERE

I'm Coleman, a writer, creator, and voracious pop culture consumer with a background in media studies, cultural analysis, and advertising.

In my work, I use my innate understanding of popular media alongside my perspective as a queer individual to dissect, analyze, and celebrate culture. I'm always looking for an opportunity to dig into the minutiae of what makes something interesting, or at the very least, memorable, to create beautiful experiences that engage people with pop culture in meaningful ways.

### education

Hunter College (NYC) 2018 - 2020

BA Media Studies

Concentration in Media Analysis and Criticism Dean's List (2018 - 2020)

Fashion Institute of Technology (NYC) 2013 - 2015

AAS Advertising and Marketing Communications Dean's List (2013 - 2015)

#### Skills

Editing Social Media

Writing & Blogging •••• Photoshop •••• InDesign •••• MS Office

CMS



Coleman Spilde + 701 220 8203 colemanspilde.com References and additional clips available upon request



## media experience

2020 - Present

Top Shelf, Low Brow

Creator - Top Shelf, Low Brow is a consistently growing biweekly newsletter created on the Substack platform that celebrates the full spectrum of pop culture, from Arthouse to Housewives. Subscribers receive letters every Monday and Friday, covering a wide range of subjects in various formats designed to engage readers and make content supremely clickable and shareable. Every detail of the newsletter—writing, cohesive design, and formatting—is done by myself across programs like Microsoft Word and Adobe Photoshop and then built out onto the Substack platform with the goal to optimize email performance and user engagement. The newsletter includes pop culture essays, interviews lists, rankings, investigative series, and a weekly collection of the prior week's cultural miscellanea rated from Top Shelf to Low Brow, with more content planned for 2022.

[If considered for a staff writer position that would produce a conflict of interest, freelance projects could be halted.]

2019 - 2021

Taste Labs, inc. (NY)

Editorial Contributor - Pitched and wrote articles for Taste app's online blog. Stories ranged from reviewing newly released films, listicle rankings, compiling and detailing lists of similar movies for the app's userbase, and analyzing a film's historical impact in the context of relevant anniversaries. Experience building out Web content in CMS and creating eye-catching graphics and imagery for socials. Worked closely with managing editor to establish best SEO practices and used data-science metrics to determine which films were most popular and why among assorted groups of users. Ideated and worked with fellow contributors and editors across Google Suite.

#### 2010 - 2012

Century STAR News Magazine (ND)

Entertainment Editor/Copy Editor/Designer - Worked with all editors and writers to ensure stories were factual, relevant, and interesting. Kept all staff knowledgeable on issues involving various facets of the entertainment world. Wrote articles and features on a variety of topics including media and pop culture. As Copy Editor I analyzed every piece of writing for journalistic and grammatical errors, making revisions and working with writers to guarantee flawless work. Used InDesign and Photoshop to design pages for the magazine and worked with advertising clients to assure their happiness with their ads prior to going to print.

# experience (cont'd.)

2021 - Present

Amanda Gagnon Dog Training (NY)

Social Media & Marketing Coordinator, Client Care Manager -Handle all client-facing matters for leading New York dog trainer Amanda Gagnon, establishing essential personal relationships with all clients to ensure satisfaction and encourage brand growth. Manage brand social media accounts and drive engagement, designing eye-catching graphic work for socials and email marketing. Conceive and enact a monthly newsletter update for AGDT as a method of connection between all aspects of each position. Established a set of professional go-to templates and recognizable brand iconography to market new offerings to current clients and new customers via social media and email.

2017 - 2018

Mobile Mutts (NY)

Dog Walker/Sitter - Worked closely with both pets and their parents to provide consistently wonderful care. Experience juggling multiple tasks (and dogs) at once: walking dogs, knowing routes, analyzing surroundings, and keyring/specific household instruction memorization, all while making sure pets remain safe and happy. Daily occurrences of changing plans on the fly with additions/cancellations to usual route. Working outside in all conditions, usually spending 10+ miles on foot a day. Maintained constant and clear contact with managers regarding the progress in a day's tasks. Cultivated many close relationships with dog parents, some of whom enlisted me to do freelance dog sitting after leaving to pursue a Bachelor's degree.

2012 - 2015, 2017

Retail Positions

Details about a variety of retail positions available upon request.

#### nonors

2014 - 2016

Tongal

Sold ideas to The Hershey Company and Neutrogena to develop videos for a series of new products specific to both brands.

Old Navy

Employee of the Month - November

Northern Interscholastic Press Association

Honorable Mention - Entertainment Review