

Dana L. Oliver

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Staff Experience

StyleList.com, New York, NY, Assistant Editor, June 2009-Present

- Research and report original online beauty and fashion features
- Plan and update editorial content using AOL's content management system
- Work with photo editors, stylists and fashion editor to manage photo shoots
- Learn and train team members on interactive and social-networking tools
- Work with AOL.com producers to build network-wide content
- Manage relationships with content partners

StyleList.com, New York, NY, Editorial Intern, January 2009-June 2009

- Researched, wrote and pitched online beauty, fashion and lifestyle features, including entries on backstage hair and beauty at New York Fashion Week, Arlenis Sosa, and Michelle Obama's style evolution
- Planned and updated editorial content using AOL's content management system
- Worked with photo editors, stylists and fashion editor to manage photo shoots

Glamour.com, New York, NY, Editorial Intern, June 2008-December 2008

- Wrote online health features, including one on breast cancer research support products
- Reported and wrote for the *Slaves to Fashion* blog, including entries on Betsey Johnson's 30th anniversary party and my personal style transformation with advice from "Project Runway's" Daniel Vosovic
- Researched and pre-reported for Editor-in-Chief Cindi Leive, including coverage of the 2008 presidential election
- Developed and managed the *Glamour* Facebook fan page and YouTube channel
- Assisted in site redesign and content management for *Glamour.com's* relaunch

NY City News Service, New York, NY, Reporter and Web Producer, August 2007-December 2008

- Reported, produced and edited pieces on New York City area news, including five multimedia features
- Managed functionality for the multimedia, online news wire and CUNY Graduate School of Journalism websites

VIBE, New York, NY, Editorial Intern, September-December 2006

- Published daily online news feed covering the top political, financial, world, and entertainment news for staffers
- Transcribed dozens of interviews biweekly of music artists, producers, moguls, and actors
- Assisted research chief with research and fact-checking for *VIBE* and *VIBE Vixen*

Freelance Experience

AllHipHop.com, October 2008

- Pitched and wrote a profile piece on the success of rapper Consequence's online video channel, ConsTV, using Kyte, a digital media platform

Home Reporter and Sunset News, February 2008

- Pitched news features on Sunset Park, Brooklyn and contributed a piece on the Chinese New Year

TheHuffingtonPost.com, February 2008

- Contributed photos on the 2008 New York presidential primary and produced a multimedia piece on Harlem4Obama, a grassroots organization

Education

City University of New York Graduate School of Journalism, New York, NY

Master of Arts in Journalism, Multimedia Concentration, December 2008

Temple University, Philadelphia, PA

Bachelor of Arts in Journalism, Concentration in Magazines, Minor in African American Studies, May 2007

Skills

- Web design: HTML/CMS, Blogger, WordPress, InDesign, Dreamweaver, Flash, Photoshop, and Bridge
- Multimedia applications: Final Cut Pro, Soundslides, QuickTime, Twitter, Facebook, Kyte, and Vuvox
- Business applications: Microsoft Office, PowerPoint, Excel, Outlook, LexisNexis, Factiva, Google Analytics, and Omniture