

# MEGAN MCCLELLAND

• FASHION + LIFESTYLE JOURNALIST AND COMMERCE WRITER •

## ABOUT ME

I'm a freelance writer looking for editorial experience within a publishing company. My wheelhouse includes writing data-driven, SEO friendly, content in a quick and efficient manner. I'm someone with a finger on the pulse of fashion + lifestyle trends and know how to communicate brand values through writing. If hired, I would be a strong addition to the digital front of a magazine publication.

## EXPERIENCE

Dec, 2020 - Current

### Windsor Smith Home

Marketing and Interior Design Intern

- Act as point of contact between showrooms and suppliers; effectively managing Windsor Smith's memos and rentals for installs.
- Assist the team in ongoing projects by sourcing materials, overseeing project installation, working directly with clients and their house managers, creating project spreadsheets and handling scheduling.

Nov. 2018 - Current

### Interia Hysteria, *House of Desiderata*, *Rethink Beautiful*, and more

Freelance Writer

- Send pitches and write assigned articles for clients, who I'm responsible for researching beforehand so that all created content is aligned with their brand identity.
- Organize interviews and coordinate with talent to get visual assets for the client's articles.

Sep. 2020 - Nov. 2020

### Erdem

Marketing and PR Internship

- Assisted the team in writing copy for the social media accounts and newsletters.
- Supported the team in preparing for any projects such as photo shoots, store installations, sample sales as well as the bi-annual fashion show.
- Monitored online press and missed editorials on a daily basis.
- Researched talent for the company to hire, organized their information, and prepared the information into a powerpoint presentation.

Nov. 2019 - Nov. 2020

### The Psychology of Fashion

Editorial Apprenticeship

- Wrote articles on assigned and pitched topics, such as fashion week reviews and person of interest pieces.
- Prepared content to upload onto the company's CMS with images, pull quotes, and embedded advertisements.

Jan. 2020 - Sep. 2020

### Condé Nast College Student Magazine

Digital Features Writer

- Pitched and wrote articles that were relevant to the college's brand identity. These articles regarded news/trends in the fashion industry and events in London.
- I was responsible for covering press events at the college as well as the LFW fringe event: The Future of Fashion.
- Assisted in the social media department: creating story content for Instagram, promoting a new course on Instagram live, and preparing visual assets for the school's feed.

## EDUCATION

2020 • Condé Nast College of Fashion & Design, London

Graduated with a Master's in Fashion Media Practice

2019 • University of California, Santa Cruz

Graduated with a Bachelor's Degree in Literature and Creative Writing

## SKILLS

Microsoft 365



Adobe Creative Cloud



Google Trends



SEO Writing



Affiliate Linking



Digital Marketing

