

SAMANTHA HENDERSON

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Writer, editor, and producer with a proven ability to develop, write, and package engaging and shareable online content through digital and social media. Experienced covering news, lifestyle, arts, pop culture, feminism, and LGBTQIA+ issues.

Freelance Writer/Editor

August 2018-Present

- ◆ NYGal.com Articles:
 - “Iranian-Born Anna Kaplan May Flip NY State Senate”
 - “Does Alcohol Actually Affect Fertility?”
 - “Men and Women Do Handle Stress Differently— But So Do Trans and Gender Nonconforming People”
 - “Telemedicine Is Here to Make Abortion Safe and Accessible”
 - “The Best Networking Apps and Sites for Women”

Modern Painters and Art+Auction

Editorial Intern

April 2017 – June 2017

- ◆ **Delivered on a two-day deadline research on the world’s top 250 auction houses** in 2017
- ◆ Assisted editors at both magazines, including but not limited to fact-checking, transcription, and translation

Patch

May 2015 – December 2015

Rapid Publishing Editor

Rapid publishing was a pioneer Patch program: It used a proprietary system to aggregate Facebook posts from organizations in Patch cities in order to deliver the most up-to-date and relevant stories on a tight deadline.

- ◆ **Managed Rapid Publishing for 21 cities’ sites** by coordinating with editors and program creators
- ◆ Identified which aggregated posts were relevant to each site, totaling around **30-50 edited posts per day**
- ◆ Improved the presentation of the Facebook post’s content (text, video, photos) on CMS in HTML

Out Magazine, Grand Editorial

July 2013 - May 2014

Editorial Intern

- ◆ **Independently pursued and interviewed renowned poet/critic Wayne Koestenbaum**—wrote, edited, and structured an article format that effectively showcased the highlights from a 2.5-hour-long interview. **This resulted in an article that pulled in a different type of reader and more click-throughs**
- ◆ Transformed an interview with the first same-sex couple on “Say Yes To The Dress” into a human interest piece by redirecting the interview to incorporate unexpected news that one of the husbands had been in a near-fatal car crash, thereby **securing more click-throughs than an average TV-coverage piece.**
- ◆ Worked alongside photo and design editors to edit and produce photos/graphics for online and print

Spectrum, the blog of The Columbia Daily Spectator

January 2012 - December 2012

Daily Editor

- ◆ Collaborated with a 20-person digital editorial team, senior editors, tech, design, and media departments to **accomplish a 70% increase in readership over 10 months**
- ◆ Committed 60 hrs/week working on CMS, analytics, meetings, writing, editing, and group email communication
- ◆ **Enhanced the blog’s ability to produce popular content by monitoring Google analytics.** Evaluated which articles proved most successful and which social media outlets garnered the most readers
- ◆ *Wrote a weekly series, “No Seriously,” providing thoughtful commentary on unrecognized or unpopular aspects of student and campus life (Ex: An essay explaining why I deleted my Facebook account)*

The Columbia Daily Spectator

February 2011 - December 2011

Associate Opinion Editor

- ◆ Edited articles for copy, content, and style and assembled online and print pages on a strict deadline for next-day publication, averaging 10–15 articles per week

EDUCATION

Columbia University, B.A. English Literature

2014

SKILLS AND INTERESTS

- ◆ Social media: Instagram, Twitter, Tumblr, Facebook, YouTube, Pinterest
- ◆ HTML, Content Management Systems, InDesign, Excel, Word, PowerPoint, K4, Photoshop
- ◆ Long- and short-form articles, slideshows, photos, graphics, live social media coverage and posts
- ◆ Copy editing, fact-checking, transcription, translation, interviewing
- ◆ Languages: French, Russian