

ANNEKE KNOT

BEAUTY EDITOR 📍 2238 BUSH ST, SAN FRANCISCO, CALIFORNIA, 94115, UNITED STATES 📞 7089971929

◦ DETAILS ◦

2238 BUSH ST., SAN FRANCISCO,
94115, United States
7089971929
annekesknot@gmail.com

◦ SKILLS ◦

Multitasking Skills

Advanced Writing Skills

Strong Editorial Skills

Time Management Skills

Content Development
Skills

Motivated Attitude

◦ LANGUAGES ◦

German

French

◦ LINKS ◦

[Tik Tok](#)

[Instagram](#)

[Facebook](#)

[Linkedin](#)

[Blog](#)

👤 PROFILE

Current Freelance Editor and Writer for various publications. Professional experience in editorial and public relations within beauty and fashion.

📁 EMPLOYMENT HISTORY

Assistant Beauty Editor (Real Simple & Health) at Meredith Corporation, New York

June 2018 — May 2022

- Pitch, research, and write stories covering products and trends in beauty, health, and wellness for both publications
- Personally organize and lead run-through presentations with the Executive Editor, Editor in Chief, art team, and others
- Conduct and transcribe interviews with industry experts, including dermatologists, celebrities, and industry professionals (roughly 100 interviews completed to date)
- Research and gauge audience interests to develop better content
- Collaborate with web staff to develop improved content, including creating beauty how-to videos for Real Simple social media platforms
- Attend industry events, take desk-side appointments from leading and emerging brands, and actively maintain and manage relationships with PR contacts
- Liaise with PR contacts to fact-check credits and procure product samples/images
- Manage corporate expenses for myself and the Beauty Director

Junior Associate at Tractenberg and Co., New York

February 2018 — June 2019

- Conceptualized, developed, and executed various brand and social media campaigns for Jergens, Sally Hansen, John Frieda, and others
- Planned brand-sponsored trips for editors and influencers and created customized brand-specific media lists
- Developed media and influencer marketing strategies for new brand launches

Assistant Account Executive at Tractenberg and Co., New York

August 2017 — February 2018

- Regularly pitched product launches to print and digital editorial staff
- Managed editor and influencer send-outs; maintained beauty closet organization

Fashion Closet Assistant at Cosmopolitan, Seventeen, Good Housekeeping, Women's Day, and Redbook, New York

January 2016 — June 2016

- Managed the coordination and reception of all incoming and outgoing product samples; assisted in the successful execution of photo shoots
- Gathered credit information for fashion features; developed relationships with and acted as a liaison to PR and brand representatives

🎓 EDUCATION

Bachelor of English, Calvin College, Grand Rapids, MI

August 2012 — May 2016

Bachelor of German, Calvin College, Grand Rapids, MI

August 2012 — May 2016