

Brittany Darwell

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Education

University of Missouri

- Bachelor of Journalism and minor in Sociology
- Honors College, Dean's List, 3.97 GPA
- Graduated summa cum laude in May 2009

University of Sydney

- Semester abroad in Spring 2008

Harvard University

- Two 8-week courses, including Principles of Editing, in Summer 2004

Brown University

- Two 7-week courses, including Creative Non-Fiction, in Summer 2003

Work Experience

Storytelling Strategist, [Already Alive](#)

📍 San Francisco / New York
📅 April 2013 - Present

- Work with director, creative producer and client to help brands and organizations tell their stories through online video
- Develop creative treatments and write scripts for clients including Bonnaroo Music & Arts Festival and Omidyar Network

Lead Writer, [Inside Facebook](#)

📍 San Francisco, California
📅 December 2011 - June 2013

- Write 2-5 stories daily for online trade publication about Facebook news and trends affecting marketers, developers, advertisers and other stakeholders
- Break news about Facebook features and developments, interpret changes and offer best practices for marketing and developing on the platform, report on third-party companies in the ecosystem
- Edit content and manage contributing writers to Inside Facebook, as well as subscription product, The Facebook Marketing Bible
- Serve as industry thought-leader, moderating and participating on panels and offering analysis to outlets like CNN, Reader's Digest, PC World and more

Social Media Coordinator, [Ignited](#)

📍 El Segundo, California
📅 February 2010 - December 2011

- Managed social media presence for clients including U.S. Army, Princess Cruises, RealD 3D and ZICO Coconut Water
- Developed and executed strategy to build and engage clients' fan bases
- Monitored daily analytics and drafted regular reports about growth and engagement
- Planned and optimized Facebook ad campaigns
- Contributed to new business research and participated in pitch process

Teaching Assistant, [Missouri School of Journalism](#)

📍 Columbia, Missouri
📅 May 2009 - August 2009

- Edited stories and helped beginning sports reporters with the writing process
- Designed and produced page layouts for university-run community newspaper

Reporter, [The Columbia Missourian](#)

📍 Columbia, Missouri
📅 August 2008 - January 2009
📅 January 2007 - May 2007

- Followed the nationally ranked Missouri football team, contributing game stories, features, analysis and live blog posts
- Wrote news articles, city council election coverage, features and obituaries

Marketing and Licensing Intern, [Focus Features](#)

📍 Universal City, California
📅 May 2007 - August 2007
📅 May 2006 - August 2006

- Researched licensing deals and marketing campaigns for films, games and video
- Developed and pitched a board game concept for Tim Burton film, "9"

Skills

- Adept public speaker with experience moderating panels and giving presentations in front of both large audiences and small groups of executives
- Proficient in Adobe Photoshop, InDesign, Microsoft Office and Mac iLife programs
- Comfortable taking photographs, shooting video and editing multimedia packages
- Well-versed in social media sites, blogs and other online tools and platforms