

# Khaliha Hawkins

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## EXPERIENCE

**Producer:** Glamour (New York, NY), Feb. '19 – Present

- Create and manage existing web pages for large editorial packages, working with Digital Director, Executive Editor, and the creative team to plan packages from ideation to completion.
- Program and send daily and weekly editorial newsletters, working with Deputy Editor and Audience Development team to select content, optimizing headlines and subject lines, and conduct any A/B tests for subject lines
- Spearhead production on major digital editorial projects by building content in our in-house CMS, including new templated pages, assisting any editors who need help with long-form articles, etc.
- Tracking expenses against the digital content budget and processing payments for the digital team's contributors.

**Digital Admin Assistant:** Glamour (New York, NY), May '17 – Feb. '19

- Track trending news and pitching coverage ideas daily to the digital team's editors and build posts in the CMS as needed.
- Assist with daily and weekly editorial newsletters, working with Deputy Editor and Audience Development team to select content, optimizing headlines, subject lines, and conduct any A/B tests for content and subject lines
- Provide administrative support to the Digital Editorial Director, including scheduling/calendar management and handling expenses
- Meticulously track expenses against the digital content budget and processing payments for the digital team's contributors.

**Marketing/Partnerships:** C-Suite Coach (New York, NY), July '16 – May '17

- Manage follow-up with clients and pitch proposals to potential clients. Represent the company at networking and partner events and execute weekly client newsletter.
- Manage editorial direction for the brand, including content strategy and content creation across our site and other platforms. Pitch 1-2 stories daily.
- Lead social media engagement efforts across multiple platforms. Leverage tools such as Buffer and site analytics to grow our audience organically from month to month. Vet audience development tools.

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## EDUCATION

**MASTER OF ARTS:** American University (Washington, DC), 2020 – Present

School of Communication

Master of Strategic Communication degree candidate; anticipated completion May, 2022

**BACHELOR OF ARTS**: Temple University (Philadelphia, PA), 2012 – 2016

School of Media and Communication

Bachelor of Arts in Journalism and English, Graduated May, 2016

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