

## Rebecca Prusinowski

Brand Consultant | Writer | Editor

<http://rebeccaprus.com> | <http://quintessence.is>

[LinkedIn](#) | [Twitter](#) | [Instagram](#)

[rebecca@rebeccaprus.com](mailto:rebecca@rebeccaprus.com)

215.704.4507

Rebecca Prusinowski is an independent brand consultant and writer/editor based in LA and New York. Whether reporting cultural trends, sharing design discoveries, or partnering with clients to drive editorial direction and strategy, Rebecca creates content that is sharp, original, and leaves a lasting impression. Services include writing/editing, basic photography, branding and social media. Her expertise is fashion, retail, startups and collaborative consumption.

### *summary*

2007 – present: independent brand consultant, writer, editor, blogger | Los Angeles, CA + New York, NY

2011 – 2012: editorial director and community manager at AHAlife | New York, NY

2002 – 2007: sales and business development account manager: Sanford Brands | New York, NY

1998 – 2002: student: Fordham University | New York, NY; international exchange: University of Melbourne | Melbourne, Australia

### *select consulting clients*

**InSites Consulting, Red Bull, Jameson Whiskey, Olivia Palermo, The New York Times Local, MILKMade, McMurry Publishing, Jackie Smith Buenos Aires, Nili Lotan, Thomson Reuters, Kid & Coe, BikeridersNYC**

### *select writing/editing experience*

Editorial Director and Community Manager, **AHAlife**; June 2011 – June 2012

- Manage and grow company's editorial/creative team
- Drive editorial and visual direction of [AHAlife.com](http://AHAlife.com)
- Top edit all content (writing and visual) that goes live on AHAlife.com
- Oversee the daily content management and onboarding process
- Manage the creation of multimedia (i.e. interactive slideshows with text, photos and graphics)
- Ensure best practices for all content that goes live (e.g. SEO, sizing requirements, daily email)
- Oversee product photography process, including visual planning, sample logistics, and post-production
- Contribute original copywriting
- Edit existing content to drive brand awareness and customer retention
- Disseminate content and brand initiatives to community via Social, Blog, Publications, Networks
- Work with technology team on website redesign and content restructuring initiatives
- Work hand-in-hand with merchandising to drive overall company metrics of revenues and engagement
- AHAlife named "Top 5 Online Luxury Merchandiser along with Louis Vuitton, Tiffany & Co., Net-A-Porter, and Zegna" by Fashion's Collective

Contributing Writer, **PAPER Magazine**: Shop of the Week columnist and style/fashion/arts reporter for [papermag.com](http://papermag.com); (2008 – 2011)

Contributing Writer, **naag**: Fashion and beauty contributor for [naag.com](http://naag.com), a fresh, fun fashion/culture website for young women; based in New York and London; founded by model Agyness Deyn; (2011 – 2012)

Contributing Writer/Editor, **Curbed LLC**: Report, write and edit original content for [racked.com](http://racked.com), a popular blog devoted to shopping, neighborhood stores, and the retail scene in NYC; (2007 – 2008)

*specialties*: Start ups. E-commerce. Fashion, Beauty, Luxury. Styling + Travel. Print and Online Publishing. Basic Digital Photography + Photoshop. CMS, HTML, Django, Wordpress, Tumblr, Ruby-on-Rails. Microsoft Office. Social Media. Journalism Expertise. Business and Brand Development.

### *sales/brand marketing experience*

Senior Business Development Manager, [Sanford Brands](http://SanfordBrands.com); seek new business opportunities in alternative market channels; report directly to the VP of Sales; achievement recognitions for exceeding individual and department sales goals in 2006, 2005, 2004; opened major new retail accounts, including *Limited TOO/TWEEN BRANDS*, *Dick's Sporting Goods*, *Borders Books* (2004 – 2007)

Field Marketing Representative, Sanford Brands: grass-roots marketing coordinator within office superstore channel; increased in-store sales; led training seminars; successfully implemented regional and district promotional sales drives; partner with Staples event planning; (2002 – 2004)

### *education*

B.A., 2002; Fordham College, Fordham University | New York, NY

major: Sociology | minors: Women's Studies, Creative Arts

honors: Academic Scholarship conferred throughout degree; Dean's List every semester

### *hobbies/interests*

exploring new cities by bike, transforming thrift finds into something special, concerts, dancing, old fashioned cocktail culture, mentoring and tutoring youth