

Rebecca Prusinowski

Brand Consultant | Writer | Editor

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Rebecca Prusinowski is an Independent Brand Consultant, Writer and Editor working in LA and New York. From moderating market research communities and reporting cultural trends to partnering with clients to drive editorial direction and strategy, Rebecca delivers analysis and creates content that is original, *au courant*, and leaves a lasting impact. She has worked with The New York Times, InSites Consulting, McMurry Publishing, PAPER Magazine, Reuters and many popular e-commerce businesses and lifestyle websites. Services include brand ideation and market research, writing/editing, basic photography. Her expertise is fashion, retail, startups and collaborative consumption.

website: rebeccaprus.com, industry perspective, as well as a selection of work with other publishers and clients.

blog: [Quintessence Is](#), a blog of quintessential creative finds.

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, Naim, Olivia Palermo, The New York Times Local, MILKMade, McMurry Publishing, Jackie Smith Buenos Aires, Nili Lotan, Thomson Reuters, Kid & Coe, Florida Blue / Blue Cross Blue Shield

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
- 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, **Olivia Palermo**: Fashion and travel contributor for oliviapalermo.com, a women's fashion and culture site based in New York. Founded by model and entrepreneur Olivia Palermo; (2011 – 2012)

Contributing Writer, **PAPER Magazine**: Shop of the Week columnist and fashion/arts/style reporter for papermag.com and print magazine, an independent New York publishing and media institution on the front lines of cultural chaos since 1984; (2008 – 2011)

Contributing Writer/Editor, **Curbed LLC**: Report, write and edit original content for 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. Styling + Travel. Pop Culture + Zeitgeist. Print + Online Publishing. Basic Digital Photography + Photoshop. CMS, HTML, Django, Wordpress, Tumblr. Microsoft Office. Social Media. Journalism Expertise.

sales/brand marketing experience

Senior Business Development Manager, [Sanford Brands](#); 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

hobbies/interests