

Contact

www.linkedin.com/in/aaron-calvin-1619a664 (LinkedIn)

Top Skills

Blogging
Facebook
Tumblr

Aaron Calvin

Trending Reporter at The Des Moines Register
Des Moines, Iowa

Summary

With 5 years experience in editorial writing, content direction, and digital marketing, I have experience working with national publishers and international brands. I have a wide skill set in writing and editing as well as content strategy and management.

Experience

The Des Moines Register
Trending Reporter
February 2019 - Present

Self Employed
Freelance Journalist
April 2014 - Present

I have done freelance work doing the following:

Interviews with authors and poets for BuzzFeed, Electric Literature, and Vice.
Monthly book reviews for AskMen.com.
Book reviews for Everyday eBooks.
Food Culture writing for Men's Journal.

The Des Moines Register
Digital Producer
November 2018 - February 2019 (4 months)
Des Moines, Iowa Area

MXM, now part of Accenture Interactive
Senior Content Manager
January 2018 - September 2018 (9 months)
Des Moines, Iowa Area

- Oversaw editorial development of a variety of marketing assets such as website copy, white papers, social content, email outreach, internal presentations, and more
- Created assets around B2C and B2B messaging

- Managed members of the editorial and design teams to produce assets on time and on budget
- Worked with clients such as Salesforce, WebMD, Brand USA, financial brands

The Integer Group

Content Manager

April 2017 - December 2017 (9 months)

Des Moines, Iowa Area

Provided expertise on content creation and publishing through multiple channels of publication including social media platforms, newsletters, blogs, and websites

Planned and executed social media campaigns for nationally visible clients

Tracked PR coverage across print and digital media; contributed to PR pitching efforts

Worked with clients like Pella Windows & Doors, Johns Manville, Alliant Energy

Storyful

Content Strategist

October 2014 - February 2017 (2 years 5 months)

Greater New York City Area

- Facilitate identification, verification, and licensing of video content
- Provide daily intelligence newsletters to clients, often identifying trends and cultural moments
- Support multimedia, multi-platform social media and digital marketing efforts
- Create briefs and pitch new business
- Oversee one-off and long term projects

Small Girls PR

Account Coordinator

April 2014 - October 2014 (7 months)

Brooklyn, NY

As an Account Coordinator, this position has made me responsible for writing pitches and pitching journalists daily to secure placements. I've been responsible for maintaining relationships with journalists, being familiar with their beats and working with them to meet their needs. I was also responsible for supplying clients with timely and accurate information.

BuzzFeed

Journalist

March 2013 - March 2014 (1 year 1 month)

I started at this news organization as a intern responsible for growing accounts on various social media platforms with special attention to multiple Tumblr accounts. I went on to become a full-time employee reporting on breaking news, arts and culture news, and with other verticals. I also assisted in supplying editorial content for their then-new Books vertical.

Hofstra Chronicle

Entertainment Editor

September 2011 - April 2013 (1 year 8 months)

Housing Works

Events Intern

September 2012 - December 2012 (4 months)

Bookstore Cafe

As the Events Intern at HWBC, I was in charge of expanding and managing our social media presence on multiple platforms, planning and executing multiple events a week, proofreading and copyediting, and other various tasks. This job has required me to be accountable, organized, and self-managing.

Education

Hofstra University

Bachelor's Degree, English Literature and Creative Writing · (2010 - 2013)