

STEVIE WILSON

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PROFILE

Seasoned writer and editor with over 12 years experience covering fashion, beauty, and lifestyle content for magazines, newspapers and websites. Senior editorial experience as well as a successful track record of launching magazines and websites. Seeking to apply my veteran editorial background to a writing position at a consumer publication or website.

PROFESSIONAL EXPERIENCE

Freelance Print/Online Writer and Editor (Los Angeles, CA) | 2001—Present

- Write articles and profiles plus serve as a contributing fashion, beauty, lifestyle and men's editor for regional and national magazines, newspapers, trade journals, websites and blogs.
- Manage up to 12 writers as interim fashion, beauty or managing editor.
- Cover fashion, children's fashion, beauty, fitness, men's, lifestyle, jewelry, interior design, and teen categories; have written hundreds of short- and long-form articles and columns.
- Served as interim managing editor for beautynewsla.com; contributed stories on fashion, beauty, shopping, and celebrity profiles as well as 2 blogs/podcasts to fashiontribes.com, a lifestyle website with over 2 million readers monthly.
- Cover major awards shows such as the Oscars, Golden Globes and Emmys for LA Story and Lucire; interviewed designers such as Carolina Herrera, Stuart Weitzman, Tadd Zarubica (Denim of Virtue), Mary Norton, Guiseppe Zanotti, Taryn Rose, and Jennifer Nicholson; musicians such as Joshua Radin, Jim Bianco, Sara Bareilles, Drake Bell, Josh Kelley, AM, Willie Herath, Lisa Pallechi and Michele & the Midnight Blues; celebrities such as supermodel Saira Mohan, Stacy London, Lisa Glatt, Shari Headley, and hotelier Jason Pomeranc; and beauty pros like Tim Quinn (Giorgio Armani Cosmetics), Mally Roncal (Mally Beauty), Rodney Cutler (Cutler Salons), Poppy King (Lipstick Queen), and Vincent Longo.
- Helped launch print and online publications such as beautynewsla.com, *Lucire*, *Men's Edge*, *Ocean*, *WeHo*, *Beautiful Girl*, *Urban City*, *Teenage Buzz*, and *Privilege*.
- Wrote a monthly column on fashion trends for Orange County's premier lifestyle magazine; wrote 2 monthly columns on fashion and beauty for *Westside Today*, an LA regional publication; filled the role of grooming columnist at *Men's Edge Magazine*, a national men's monthly.
- Covered celebrities for the *Los Angeles Times*' Calendar section; wrote articles for Long Beach's Gazette Newspaper Group weeklies; and served as fashion and beauty columnist for *Canyon Newspaper*, an LA monthly.
- Select magazine clients include *Orange Coast*, *Avenue*, *Platinum*, *WeHo*, *Men's Edge*, *Ocean*, *FitStyle*, *GENLUX*, *Simply the Best*, *Beauty Store Business*, *Desire Los Angeles*, *Beautiful Girl*, *MetroSeven*, *Day Spa*, *Urban City*, *CRU*, *Teenage Buzz*, *City*, *WSA Show Magazine*, etc.
- Clips available at www.steviewilsonla.com.

Freelance Online Branding Consultant/KBP Inc. (Los Angeles, CA) | 1996—Present

- Consult on the content, design and layout for beauty websites and brand identity for clients such as NV Perricone, Youngblood Skin Care, In Beauty Cosmetics, Janis Saffell, Gin Miller, Girlactik Cosmetics, Moda Esotica, Sunrise Knitwear, and Sesha Skincare.
- Produce and style client photo and video shoots; negotiate contracts; manage photographers and models; select clients included Girlactik Cosmetics, Heather Rider (Reebok Fitness Instructor), Sunrise Knitwear, and Long Beach Aquarium of the Pacific.

Lucire Magazine (Los Angeles, CA) | US Bureau Chief • 2002—2005

- Key member of the launch team for an international fashion, beauty and lifestyle magazine and website.
- Served as US Bureau Chief during the launch of the print edition; hired and managed US staff; assigned and edited all articles; recruited and supervised up to 20 writers.
- Wrote articles and interviewed such personalities as Vincent Longo, Jennifer Nicholson, Saira Mohan, Sue Devitt, Todd McIntosh (Buffy the Vampire Slayer), Michael O'Rourke (Sexy Hair Concepts Founder), Ouidad (Ouidad Hair Products), and swimwear designer La Fer.
- Previously served as writer, beauty editor, and interim editor-in-chief.

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Privilege Magazine/KBP Inc. (Los Angeles, CA) | *Founder and Editor-in-Chief* • 1999—2002

- Conceived and launched an internationally-recognized web-based magazine and fashion/beauty industry consulting business; attracted over 250,000 hits per month to the over 1,000 pages of content on fashion, lifestyle, beauty, fitness and personality profiles, plus featuring custom photography and prestige brand coverage.
- Managed a team of 12 writers.
- Achieved 20,000 subscribers in the first year; grew subscriber base by 50% per year over two years.
- Interviewed high profile personalities from the fashion, beauty and fitness industries such as Gloria Natale, Paula Dorf, Body & Soul, Todd McIntosh, Mathew Van Leeuwen, Maria Verel, Laura Mercier, Vincent Longo, Dr. Nicholas Perricone, Dr. Loren Pickart, Osmotics's Francine Porter, Petra Kolber, Gin Miller (Reebok), Keli Roberts, Janis Saffell, Christi Taylor, Karen Voight, Billy Blanks, Cathe Friedrich, and Kari Anderson.
- Secured media coverage in print and on TV via *Allure* and Lifetime Network Television, among others.
- Pioneered, planned and executed integrated online and bricks & mortar retail events for such clients as Saks Fifth Avenue (Miami), Bloomingdales (Newport Beach), Barneys New York (Beverly Hills), and Sephora; generated sales and extensive media coverage in print and on TV and radio.

BeautyBuzz.com (Los Angeles, CA) | *Writer and Events Coordinator* • 1996—1999

- Wrote articles and reviews on cosmetics, hair & body products, and fragrances; covered web shopping sites as well as retail stores.
- Interviewed cosmetic designers and make-up artists.
- Reviewed over 100 fitness videos; interviewed fitness professionals such as Karen Voight, Cathe Friedrich, and Billy Blanks; wrote articles on fitness trends.

Previous experience includes positions in the fashion and retail sectors including buyer, stylist, and make-up artist for department store chains such as May and Federated.

EDUCATION

California State University (Dominguez Hills, CA) | *MA in Humanities*

- Specialization in Art History.

University of California – Los Angeles (Los Angeles, CA) | *BA in History and Sociology*

- Recipient of the UCLA Blue and Gold Scholarship.

SKILLS

PC and Mac proficient; MS Office; PhotoShop; PageMaker; Adobe GoLive; basic HTML; accomplished photographer; podcasting and audio editing; basic Spanish.