

STEVEN BLUM

JOURNALIST AND COPYWRITER

INFO

ADDRESS

Los Angeles, CA

EMAIL

stevenleoblum@gmail.com

SKILLS

Wordpress

Editing

Copywriting

Journalism

Social Media Management

Content Research &
Development

LINKS

www.steven-blum.net

PROFILE

Word enthusiast with deep journalism background (GQ, VICE, Slate, The Daily Beast, Billboard) and experience making brands sound funny, human and smart.

EMPLOYMENT HISTORY

Copywriter, MasterClass

Los Angeles, CA

Nov 2019 — Feb 2020

I wrote a 32-page coursebook for RuPaul's MasterClass, including features on the "herstory" of drag and a quiz on how to discover your own drag identity. Other recent copywriting clients include Dashlane and Florist, a cannabis startup.

Regular Contributor, Los Angeles Magazine

Los Angeles, CA

Nov 2018 — Present

Contribute daily news stories to LAMag.com and write feature stories for the print magazine. I've written about the people who live above the Americana mall, the cult of Souplantation and the odd appeal of CityWalk. I also cover crime and politics.

Freelance Journalist, Self

Los Angeles, CA

Sep 2016 — Present

My articles, essays and interviews have appeared in GQ, Vice, The Daily Beast, Slate, MEL Magazine, Leafly, Billboard, Out, Tablet and The Stranger, among others. The New York Times' Privacy Project and local NPR affiliates have covered my reporting and I've also lectured students at USC's Annenberg School for Communications and Journalism.

Book Editor, Feminasty

Los Angeles

Apr 2018 — Jul 2020

Edited Erin Gibson's bestselling book, "Feminasty," which was ranked among the top humor books on Amazon in 2019 and was nominated for the Thurber Prize for American Humor.

Content Manager, Swell Creative Group

Los Angeles, CA

Mar 2018 — Nov 2018

Hired as a freelancer at the social impact ad agency and moved into a content manager role in May. Created strategic social content, edited academic reports, and produced campaign commercials for Google, United Way and the County of L.A. Our work on United Way's Everyone In campaign, which aims to end homelessness in L.A., was a finalist for the Shorty Awards.

Digital Director, FourTwoNine Magazine

Los Angeles, CA

Mar 2017 — Aug 2017

Oversaw all digital content at a men's lifestyle magazine based in Los Angeles. Commissioned stories from freelancers, managed social media for maximum

impact, and edited articles to fit the tone of the site. On a shoestring budget, we broke stories that were picked up by Politico, The Hollywood Reporter, and New York Magazine.

Contributing Writer and Editor, Broadly

Los Angeles

Oct 2015 — Sep 2017

Solicited pitches from writers and edited their work to fit the voice of Vice's award-winning women's-centric vertical. Contributed more than 80 articles to the site.

Staff Writer, First Slice

Los Angeles, CA

Feb 2015 — Feb 2016

Wrote about technology, robots, space, design, and the future.

U.S. Editor, AndroidPIT

Berlin, Germany

Apr 2011 — Feb 2014

Founding English editor of an Android news site in Germany. Tripled traffic over one year. Created SEO-friendly content, moderated message boards, managed social media and penned newsletters sent to over a million subscribers.

Seattle City Guide Editor, Blackbook Magazine

Seattle, WA

Jan 2008 — Nov 2010

Reviewed over 100 of the newest restaurants, hotels, and bars in Seattle for a magazine based in NYC.

EDUCATION

B.A., Interdisciplinary Studies, University of Washington

Seattle, WA

Sep 2008 — Jun 2010

Studied anthropology and interdisciplinary arts at the University of Washington and the University of Washington - Bothell. Included in the Dean's List.

Course work, George Washington University

Washington D.C.

Sep 2005 — Jun 2007

Awarded the Presidential Scholarship at the School of Media and Public Affairs. Studied anthropology and journalism. Organized the first Margaret Mead Film Festival at the university.

REFERENCES

References available upon request