

BRAD WETÉ

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PROFILE

Editor with 10+ years experience crafting carefully curated content strategy to drive growing business and define brand tone, voice, quality, strategic placements and copy direction. Motivated leader with a proven record of generating and building relationships to create dynamic editorial and video content across fashion, music, entertainment, and pop culture.

EXPERIENCE

HeTellsStories.com, Founder and Editor, Los Angeles, CA

- Hosts collection of diverse professional and personal creative output: articles, branded content, events and more.

Flaunt Magazine, Lead Digital Editor and Consultant, Los Angeles, CA 06/17 – Current

- Led team of 10 writers, video producers, and freelancers to create .com content across fashion, art and entertainment.
- Developed and managed Content Calendar to leverage cultural and commerce driven content across channels including social media, email blasts, and website, increasing traffic 30% in first year. Redesigned site for improved UX.
- Led social media accounts, increasing Instagram following 25% in first year.
- Produced dynamic live experiences to create further awareness of existing content by leveraging social media exposure via influencers. Brand partners included Nike, The Broad Museum, Prada, Heineken, Dobel Tequila, and more.
- Acquired Nike as a branded content client and led the widely successful 360 campaign for their 1 Reimagined line. Conceptualized and created an in-book product story, a cover story featuring Grammy nominated star SZA wearing the sneakers, and a networking dinner for 40 female tastemakers across various industries.
- Collaborated with fashion and marketing teams, managing workflow and budgets for multi-media events.
- Contributed to print magazine, writing cover stories on SZA and critically acclaimed photographer Melanie Pullen, as well as features on NBA icon Kobe Bryant and current Louis Vuitton designer Virgil Abloh.

All Day Media, Editor, Los Angeles, CA 01/2016 – 10/2016

- Top and line-edited articles on pop culture, politics, art and fashion for marketing start-up's website.
- Managed production calendar and supervised freelance editors, posting 20+ pieces of original text daily, drawing 30 million unique monthly viewers.

Freelance Writer, New York, NY 09/2014 - 10/2016

- Photography and video shorts featured on NPR and Tribeca Film. Editorial culture coverage for Billboard, NPR, Essence and more. Wrote copy and penned bios for clients Def Jam Recordings, Sony Records, and more.
- Established personal brand and website *He Tells Stories*, shooting and editing profile videos featuring major label recording artists like RCA's Miguel and Ro James, Epic Records' Bernard Flowers, and Sony's Jenna Andrews.
- Enrolled at BRIC Arts and completed advanced level media classes in video editing on Adobe Premiere.
- Relocated from New York to Los Angeles.

Billboard Magazine, Features Editor, New York, NY 01/2013 – 09/2014

- Top-edited and produced compelling pieces around The Billboard Awards and multiple pop culture happenings for site.
- Editor of fashion/style channel The Hook. Editor of EDM channel. Managed freelance budget.
- Helped Billboard.com's monthly unique visitors increase from 15 million in November 2013 to 30 million in fall 2014.
- Highlights: Writing a cover story on Wale; attending Sundance Film Festival to lead editorial charge on branded content with partner Sonos for a video and concert series (featuring 2 Chainz, Skylar Grey and Kaskade among others) that garnered a million views on Billboard.com; writing features on designer Jeremy Scott, Pharrell Williams, and more.

Complex Magazine, Staff Writer and Web Editor, New York, NY 12/2011 – 08/2012

- Managed and edited Music section on Complex.com, a site that posted 60-70 pieces of original text content a day and drew 10 million unique visitors monthly.

Entertainment Weekly, Associate Editor of Music Mix, New York, NY 04/2010 – 10/2011

- Contributed editorial content for website and magazine. Managed and maintained Music Mix website.

VIBE Magazine, Reporter, New York, NY 06/2008 – 07/2009

- Staff writer contributing music features to book. Responsible for assigning, editing and posting album reviews online.

SKILLS

Adobe Premiere, Photoshop, In Copy, Microsoft Office, Several CMSs, SEO

EDUCATION

Howard University, Washington, DC | BA, Print Journalism, May 2007