

TRACY E. HOPKINS

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Versatile writer, reporter, blogger and editor with 20 years of experience writing entertainment, fashion, lifestyle, travel and health content for numerous regional, national and online media outlets.

PROFESSIONAL EXPERIENCE

Freelance Writer & Reporter

New York, NY

Various Publications

1992 – Present

Everything She Wants.net (Write and report fashion, beauty and style trends for my blog.); **amNewYork** (Write travel and fashion features like “Philly is for food lovers” and “The woman who dressed the Devil.”); **Essence Magazine** (Write health and entertainment features like “What black women need to know about diabetes” and a profile on actress Rosario Dawson.); **SheKnows.com** (Write women’s health and travel features like “Diet-friendly summer party survival guide” and “Vacation like a celebrity in New York City.”); **the Associated Press** (Wrote pop music reviews and profiles of urban music artists including Talib Kweli, Omarion and Amerie.); **New York Daily News** (Wrote shopping and lifestyle features like “Bed-Stuy Chic” and my budget bridal story, “The \$4722 wedding: One Brooklyn bride proves it can be done.”); **Vibe Magazine** (Wrote music reviews and “Next” profiles on emerging recording artists including Pink.); **Village Voice** (Wrote “Voice Choices” arts and culture event listings and participated in the Pazz & Jop critics poll.); **NYCgo.com** (Performed copy writing for official NYC tourism website including descriptions of hotels, restaurants and shops).

Barnes & Noble.Com

New York, NY

Web Content Editor

1999 – 2010

- Assisted in daily site maintenance; wrote, edited and formatted multiple music and multimedia web content pages using a content management system; created banner ad copy.
- Reported on popular music trends and wrote music reviews and profiles on recording artists.
- Managed a small stable of freelance music writers.
- Tracked content performance using Metadata, Coremetrics web analytics and SEO.
- Packaged merchandise-driven music boutique pages, roundup features and email newsletters.
- Promoted from R&B and Hip-Hop editor to Manager of several music style pages in two years.

b5media/Hot Mama Daily

New York, NY

Fashion and Beauty Blogger

2008 – 2010

- Edited a popular daily beauty and fashion blog for women of color based in Toronto.
- Wrote 45 posts per month using WordPress.
- Generated an editorial calendar and followed ethnic beauty and style trends.
- Developed relationships with key PR contacts and hosted traffic-boosting giveaways.
- Covered Fashion Week, budget fashion, celebrity style and pop culture trends.
- Increased readership and grew social media presence via Twitter, Facebook and other networks.

Freelance Fact-Checker

New York, NY

Various Publications

1997 - 2000

- Provided accurate and timely research and fact-checking for lifestyle, entertainment and health features at *Ladies Home Journal*, *Entertainment Weekly*, *Essence* and *Vibe* magazines.
- Acted as temporary Research Chief for *Latina Magazine* and worked with editors and the legal department to close the magazine; co-edited the “Latinas of the Year” special issue.

Rodale’s Heart & Soul Magazine

New York, NY

Assistant Editor

1995 – 1997

- Promoted from editorial assistant to an assistant editor at this bimonthly women’s health and fitness magazine.

- Wrote and edited a front-of-book section called “Interactive Sisterhood,” which highlighted women making a difference in their communities and wrote “My Body” weight-loss features.
- Managed interns selected from the American Society of Journalists’ internship program.
- Selected for the competitive “Promising Young Staffers” ASME workshop where young editors networked with seasoned professionals and given an overview of magazine publishing.

Warfield’s Business Journal
Business Reporter

Baltimore, MD
1993 – 1994

- Reported on business news and wrote profiles on local business professionals.

Baltimore Afro-American Newspaper
General Assignment Reporter

Baltimore, MD
1992 – 1993

- Covered entertainment, health, education and hard news for this historical weekly.
- Developed and wrote the weekly music and entertainment column, “What’s the 411?”

OTHER EXPERIENCE

New York Magazine.com
Freelance Top Editor

New York, NY
2008 – 2009

- Top-edited and fact-checked 30 to 40 restaurant and bar reviews per week for style and accuracy.

People Magazine
Freelance Reporter

New York, NY
2006

- Interviewed celebrities at red carpet events, parties and press junkets including Denzel Washington, Morgan Freeman, Kanye West, Kevin Bacon, Carmen Electra and Rosie O’Donnell.
- Reported for the gossip “Chatter” section and the magazine’s health and weight loss features.
- Generated timely, pop culture-relevant questions and established key PR contacts.
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Broadcast Reporting

- **iVillage:** Interviewed Harrison Ford, Jeff Goldblum and Rachel McAdams at a videotaped press junket for the film *Morning Glory*.
- **Brooklyn Independent Television:** Produced a segment on budget holiday shopping.

Internships

- **Entertainment Weekly, New York, NY (1994):** Pitched story ideas for “News + Notes,” covered red carpet events, wrote music reviews and provided research support.
- **Rolling Stone Magazine, New York, NY (1993):** Wrote music reviews, interviewed pop music artists and researched and fact-checked using LexisNexis.
- **Sun-Sentinel Newspaper, Fort Lauderdale, FL (1991):** Reported on local arts and entertainment, pitched story ideas and wrote music reviews and television previews.

SKILLS

Social media savvy; CMS; basic Photoshop, InDesign and HTML skills; and Microsoft Word

HONORS AND AWARDS

- Fellowship in Columbia University’s Creative Writing Program, 1998
- Howard University Book Publishing Institute scholarship, 1992
- Society of Professional Journalists’ Scholarship, 1991

AFFILIATIONS

Media Bistro’s Avant Guild, National Association of Black Journalists, Girls Write Now mentor, Media for Humanity (conducted literacy workshop for at-risk youth), New York Cares volunteer

EDUCATION

Howard University, Washington, D.C.
B.A. in Print Journalism (Cum Laude)