

ZANDILE BLAY

zandile@zandileblay.com zandileblay.com

EXPERIENCE

Consultant, Multi-Social

2010

- Craft social media marketing strategies for clients including, Dr. Jays Premium
- Create offline marketing opportunities
- Engage influencers and tastemakers into interaction with clients

Fashion Market Editor, Paper Magazine

2008-Present

- Build relationships with luxury and mass clothing brands
- Produce monthly photo shoot featuring the "best" items on the market
- Blog about products for signature "Market Watch," column
- Report on fashion news for "Style Snaps" page
- Style multi-page photo spreads on celebrities and socialites
- Strategize with Advertising & Marketing team on events and ads
- Host sponsored parties and dinner along with fellow Paper Editors

Columnist, Huffington Post

2007-Present

- Posts regularly promoted on HuffingtonPost.com's home page
- Write opinion-based columns on fashion and beauty news
- Cover exclusive NYC socialite/celeb oriented events

Editor at Large, Honey Magazine (Honeymag.com)

2009-Present

- Strategize with executive management and E.I.C on editorial direction and advertiser initiatives
- Manage staff of five news writers
- Top edit fashion, beauty and entertainment news sections and manage all news writers
- Produce a twice-weekly shopping guide newsletter
- Spearheaded and launched "The Swarm Network," a community of hand picked celebrity columnists

Founding Editor, The Blay Report (A British Vogue Sponsored Site) & Africa Style Daily

2006 - Present

- Manage staff of five writers/editors
- Direct tone and consistency of site
- Negotiate advertising with Glam, Amber Network and other ad revenue networks
- Highlight "industry" professionals
- Feature celeb interviews (aka "Amber Rose" interview, picked up by several sites including GlobalGrind.com)

Style Columnist, America Online

2006-2009

- Secured exclusive interviews with singers and celeb editors like Melanie Fiona and Emil Wilbekin of Essence

- Produced style stories which highlighted top "ten" picks for coats, jewelry, etc
- Covered travel destinations and highlighted product picks in beauty and fashion, (*Black Voices, Streetlevel, Stylist, Beauty Channel, Travel Channel, Style Channel*)

Blogger, TheFrisky.Com

2009

- Posted daily on "urban" fashion and news stories
- Met daily with editorial team to present pitches
- Produced gallery-heavy stories which were highlighted on the site
- Secured exclusive interviews with NYC Fashion designers

Features Writer, The Newark Star Ledger

2007-2008

- Profiled outstanding citizens and key events in the North Jersey area

Style Writer, Vibe Magazine

2007

- Interviewed super-model Iman and young runway sensation Chanel Iman for, "Model Call" in Vibe's March 2007 anniversary issue.

Style Writer, New York Sun

2007

- Traveled to Scotland to report and write "Mad for Plaid," a piece on the economic impact of tartan inspired fashion trends

Style Writer, The Bergen

Record

2004-2007

- Reported on local boutiques, designers, and sales
- Produced and packaged holiday style and gift guide stories
- Styled photo shoots for stories

Fashion Assistant, Lucky Magazine

2006

- Organized and displayed samples pre-photoshoot
- Assisted on studio and location shoots
- Researched additional items/merchandise per photo shoot

Readers Editor, Seventeen

Magazine

2004-2006

- Launched Seventeen's Myspace and Facebook initiatives
- Interacted with readers on behalf of E.I.C and editorial department
- Assisted features and fashion department with reader interaction and reader-based stories
- Edited Seventeen's "Fun Stuff" pages

EDUCATION

Masters in Fashion, *Central Saint Martins College of Art & Design, London*

2007-2009

University of the Arts London

Bachelors in Broadcast Journalism, *Newhouse School of Public Communications, New York*

2000-2004

Syracuse University

Additional B.A. Political Science; Minor African-American Studies

REFERENCE

Available Upon Request