

BRENDAN BURES

(321) 704-9761 | BRENDANBURES@GMAIL.COM | BRENDANBURES.COM

EXPERIENCE

THE FRESH TOAST (AUG. 2016-PRESENT)

◀ CANNABIS & CULTURE EDITOR

- Oversee all cannabis and culture coverage on the website, which syndicates to newspapers in the Tribune Content Agency and Post Media, including the Chicago Tribune, National Post, and Orlando Sentinel
- After joining team at beta launch, helped develop content strategy that grew traffic from 0 to nearly 1 million monthly unique visitors
- Write 2-3 blog posts while line editing and programming multiple pieces of freelance content per day
- Accept and assign pitches from team of freelance writers, in addition to locating fresh potential voices
- Network and act as company ambassador to the Austin market, including connecting with potential investors at the South by Southwest Conference

FREELANCE JOURNALIST (JAN. 2016-PRESENT)

◀ PUBLICATIONS: VANITY FAIR, VICE, THE GUARDIAN, NEW YORK OBSERVER, THE DAILY BEAST

- Pitch and accept feature assignments with focus on pop culture, sports, and cannabis
- Provide coverage for SXSW and Austin Film Festival, including film reviews and director interviews

HRDCVR MAGAZINE [Pronounced "Hardcover"] (AUG. 2014-OCT. 2016)

◀ WRITING & RESEARCH FELLOW

- Spearheaded curation of the HRDlist, HRDCVR's weekly newsletter that highlighted stories from diverse voices in digital, audio, and visual spaces, while providing Kickstarter backers with project updates
- Assisted Danyel Smith and Elliott Wilson, former editors-in-chief of Vibe and XXL Magazine, through data collation, archival organization, and administrative duties
- Wrote and researched front-of-the-book and back-of-the-book material

THE 8 APP (MARCH 2016-JUNE 2016)

◀ EDITORIAL CONTRIBUTOR

- Created and designed 25 image-based features a month, while moderating community comments

TURNER SPORTS, NCAA.COM (AUG. 2014-JUNE 2015)

◀ DESK EDITOR

- Programmed various verticals of NCAA.com, which reached 5M+ monthly UVs, with live news updates, scores, and highlights; maintained more than 1,000+ university home pages through similar content curation
- Managed external partnerships with league operators; created digital and video content

FSVIEW & FLORIDA FLAMBEAU (OCT. 2011-MAY 2014)

◀ EDITOR-IN-CHIEF (May 2013-May 2014)

- Directed twice-a-week publication, which had a circulation of over 40,000; managed staff with 20+ members

EDUCATION

FLORIDA STATE UNIVERSITY

◀ BACHELORS OF ARTS IN ENGLISH — EDITING, WRITING, AND MEDIA

- President's List: One semester
- Dean's List: Three semesters

SKILLS

ADVANCED KNOWLEDGE:

- Line-editing, fact-checking, research
- CMS (Wordpress, Drupal, Saxotech)
- Newsletter production (MailChimp)
- Social Media Campaigns (Hootsuite, Buffer)
- AP Style

BASIC KNOWLEDGE:

- Adobe Creative Suite
- Photography (shooting, minimal editing)
- Video (shooting, scriptwriting, editing)

REFERENCES

DANYEL SMITH

◀ FORMER VIBE EIC; ESPN
CULTURE EDITOR

- danyelsmith@gmail.com,
(347) 673-4462

DUANE CROSS

◀ FORMER NCAA.COM EIC;
DOUBLE D MEDIA CCO

- bduanecross@gmail.com,
(678) 644-0438

JULIEN PERRY

◀ FRESH TOAST MANAGING
EDITOR; COOKBOOK AUTHOR

- juliendperry@gmail.com,
(206) 973-9377

MULTI-HYPHENATE JOURNALIST