

# Carlin Praytor

LOS ANGELES, CA  
CARLINPRAYTOR.COM

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## EDUCATION

### BACHELOR OF ARTS, HISTORY

University of California, Berkeley  
2016-2020

- Graduated *magna cum laude*, GPA 3.9
- Completion of an honors thesis
- Minor in Human Rights Interdisciplinary Studies

## PROFESSIONAL EXPERIENCE

### GRAPHIC DESIGNER

Self-Employed  
Remote | May 2019 - Present

- Collaborate closely with a range of clients to establish visions, tight timelines, and deliverables
- *Energize and enhance clients' visual identities* and brands by developing collateral such as websites, brand guides, logos, and digital and print layouts

### PUBLICITY INTERN

HarperOne, an imprint of HarperCollins  
San Francisco | May 2019 - August 2019

- Wrote and designed publicity materials for six upcoming titles in the HarperOne pipeline, generated robust press lists using online databases and media research, and forged relationships with author agents and influencers
- *Earned favorable press with media outlets and high-traction social media accounts* by creating targeted and fresh press kits
- *Forecasted and monitored book trends* by conducting research on high-traction social media accounts and online platforms

### GENERAL INTERN

826 National  
San Francisco | May 2019 - August 2019

- Surveyed all aspects of nonprofit work, including: publishing, media outreach, research and development, and event planning
- *Spearheaded the manuscript development* for a now-published book of poetry: screened submissions, copy-edited all written content, developed a thoughtful thematic outline for the anthology, and fielded legal permissions

### OPERATIONS INTERN

Center for Effective Global Action  
Berkeley | August 2018 - May 2019

- Adapted to a center-wide rebrand by combining research experience with graphic design expertise to produce more digestible and engaging presentations of CEGA's global impact
- *Revamped an improved Annual Report for wide circulation* and a created adaptable report templates for future use

### PUBLISHING INTERN, COPYWRITER

Age of Learning, Inc.  
Los Angeles | May 2017 - September 2017

- Assembled effective online learning tools and content for children grades Pre-K through 5 in the form of online books; performed content and curriculum research for editorial projects
- *Promoted to contracted copywriter* and published a children's book

## LEADERSHIP EXPERIENCE

### EDITOR-IN-CHIEF

BARE Magazine  
Berkeley | August 2017 - May 2020

- Led the production of *five 44-page print magazines and 60+ online editorials* for UC Berkeley's premier fashion, arts, and lifestyle publication; content and copy-edited written submissions and vetted visual elements
- *Mobilized 180+ student staff members* and an executive team in support of a multifaceted platform and a core biannual story
- Established efficient and constructive internal communication standards; liaised with external contacts
- Ensured that all deadlines were met by monitoring multiple cooccurring projects
- Secured strategic partnerships with cross-promotional collaborators to *increase readership by 100%*; spearheaded outreach strategies to *increase annual fundraising revenue by 115%*
- *Diversified the content production pipeline* by rehabilitating the organization's internal structure and pioneering a rebrand

## KEY SKILLS

- Digital Media
- Content & Copy Editing
- Marketing & Publicity
- Organization
- Time-management
- Multi-tasking
- Graphic Design
- Microsoft & Google Suite
- Adobe Creative Suite