

# Joshua Krigman

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## EXPERIENCE

Freelance — March 2014 to Present

### Writer & Editor

Create original content for a wide variety of companies, including TIME, Bespoke Post, Quirky, BetterBack, and Creative Recreation. Write and edit product copy, commercial scripts, direct e-mailers, blog posts, and press releases.

Fab.de — January 2013 to November 2013

### Copywriter & Editor

Selected for transfer to Fab's Berlin office to help establish the company's global voice. Assisted in the re-organization of the European editorial department while continuing regular duties as copywriter and editor. Created the European style guide and worked with the German writing team to ensure consistency.

Fab.com — January 2012 to January 2013

### Copywriter

Wrote for newly emerging e-commerce site, including sales headers, products, and designer profiles. Assisted in developing a consistent brand voice across a wide variety of departments, as well as creating editorial calendars and style guides. Acted as ghostwriter for company Founder and CDO, including interviews and press releases.

## NOTABLE PROJECTS

### *This New Smartphone Does Absolutely Nothing*, 10/15

Review of the NoPhone on TIME.com

<http://time.com/4066321/nophone-zero/>

### BetterBack Kickstarter, 5/15

Provided copy, branding, video script, and supporting health articles for the BetterBack Kickstarter, which raised \$1.2 million, attracted nearly 14,000 backers, and become Kickstarter's 88<sup>th</sup> most popular campaign ever.

<http://getbetterback.com/>

## SKILLS

Extensive writing and editing skills. Experience with Macintosh and Windows operating systems (including Microsoft Suite and Lightroom5) as well as all social media channels (Facebook, Twitter, Snapchat, Tumblr, Instagram). Familiar with Google Analytics, custom Content Management Systems, and file transfer protocols.

## EDUCATION

Ursinus College, Pennsylvania  
Bachelor of Arts in English and Fine Arts