

ANNA SOLDNER

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RELATED WORK EXPERIENCE

FASHION EDITORIAL: LUXURY LOL-ITAS, STARRING ALI LOHAN

BULLETT MAGAZINE
PRODUCER; INTERVIEWER
August 2013

As an editorial intern, brainstormed and pitched the idea to shoot Ammerman Schlosberg's collection for BULLETT's November 2013 'Evolution' issue. Devised an agency request form, and helped book Aliana Lohan as model. Booked stylist and hair and makeup artists as well. Served as liaison between all parties; organized date, time and shooting location. Oversaw entire shoot, helped with set up and break down. Provided accompanying interview/text for feature.

WAVY SPICE: HARLEM IS BURNING

BULLETT MAGAZINE
PRODUCER; INTERVIEWER
August 2013

Proposed idea to shoot artist//rapper Wavy Spice (aka "Princess Nokia"). With the help of creative director and photographer James Orlando, produced a 12-page interactive spread, which ran in the November 2013 issue. Coordinated with the New York Hall of Science for shooting location. Booked stylist, and hair and makeup artists. Communicated ideas between all parties for a cohesive aesthetic. On set, assisted stylist between takes. Took behind-the-scenes footage for a scrolling Instagram feed, highlighted in BULLETT's interactive iPad app. Post shoot: Returned artists' makeup, hair extensions and stylist's clothes. Provided accompany interview/text for feature.

BULLETT MAGAZINE

EDITORIAL INTERN, PRODUCER, FREELANCER
December 2012-Present

Freelance contributor for BULLETT Magazine, a New York City-based arts and fashion transmedia company. As an editorial intern last summer, worked up close and personal with staff creating print and digital content. Fact checked, researched, edited, transcribed and wrote daily. Covered New York events, interviewed AlunaGeorge, Rockie Fresh, Brian Bowen Smith and other notable artists. Uploaded stories to website and social media. In January 2014, interviewed several of fashion's most powerful voices for a multi-voice, co-authored piece on racial appropriation in fashion that generated more than 50,000 page views.

SKILLS

- ✓ Very organized
- ✓ Easy to get along with; genuinely enjoy being a help
- ✓ Excellent communication skills (written, verbal, visual)
- ✓ Skilled and creative with social media
- ✓ Strong computer skills
- ✓ Keen attention to detail
- ✓ Ability to handle multiple tasks and work under pressure
- ✓ Spanish proficient

PRODUCTION: Experience ranges from researching and securing everything needed for shoot (i.e: locations, catering, permits, transportation), to casting (i.e: hair/makeup/nail artists, stylist, casting director, photographer), to assisting with all production and coordination, attending and assisting shoots

EDITORIAL: Headline writing, copyediting, photography, and videography

WEB: InDesign, Photoshop, Dreamweaver, Google Analytics, Audacity, iMovie, HTML and limited CSS

SOCIAL MEDIA: Facebook, Twitter, Tumblr, Instagram, YouTube, WordPress, LinkedIn, Pinterest, Snapchat

EDUCATION

UNIVERSITY OF WISCONSIN-EAU CLAIRE

MAJOR: Journalism / MINOR: Marketing

GPA: 3.7

DATE OF GRADUATION: December 2014



SEE PORTFOLIO AT ANNASOLDNER.TUMBLR.COM