

# Rachel Gould

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## Experience

### Freelance Content Creator

October 2018 – Present

- Freelance journalist/editor specializing in art content with bylines in Artsy, artnet News, Atlas Obscura, and IN New York Magazine
- Writer, host, and co-producer of vlog Several Circles, which delves into the human interest stories of pioneering artists from history to the contemporary day

### Staff Writer | Unearth Women

October 2018 – Present

- Pitching and producing weekly content about formidable and inspiring women around the world

### Art & Design Editor | Culture Trip

August 2016 – October 2018

- Led in the production of Culture Trip's art and design content for the website and their social media platforms
- Forged enduring partnerships with local and international PR firms, artists, designers, and institutions
- Mapped and executed quarterly art content, collaborating with the social media and commercial teams to ensure consistent, on-brand content

### Editorial Director, New York City Hub | Culture Trip

February 2015 – August 2016

- Led and managed all editorial content published on Culture Trip's New York homepage; pitched ideas to freelancers based upon their strengths and interests; copy edited articles; supervised styling and formatting standards; ensured that all images were properly sourced and attributed
- Increased local contributor base by over 300 percent and managed a subsequent database of over 100 freelancers; forged and maintained Culture Trip's relationships with writers and ensured their progression

### Freelance Writer | Culture Trip

October 2014 – February 2015

- Regularly contributed content relating to art, design, food, and travel

### Gallery Assistant | Inverleith House

March 2014 – June 2014

- Assisted in the general management of Edinburgh's oldest contemporary art gallery. Responsibilities included managing exhibition preview invitations; sourcing and creating partnerships with sponsors; developing the online archive of past exhibitions

### Intern | Channel Thirteen/WNET

Summer 2012

- Managed daily social media posts to increase followers and reader engagement
- Assisted in the organization of upcoming member events and sourced/maintained cultural partnerships with institutions in the New York metropolitan area

## Education

### MA (Honors) Social Anthropology

September 2010 – May 2014

University of Edinburgh, UK

### Art and Architectural History and Theory

August 2009 – May 2010

Sarah Lawrence College