

BRADLEY STERN

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📍 New York, NY

Self-starting writer with over seven years of digital editorial experience, demonstrated success in generating viral content and a loyal readership, plus a corporate marketing background – and a veritable pop music encyclopedia.

WORK EXPERIENCE

EDITOR-IN-CHIEF

PopCrush (Townsquare Media) | 2015 – Present

- Drive 1.5M+ in monthly traffic, syndicated to 325+ Townsquare affiliate radio stations in 66 US markets
- Develop YouTube franchises, including *PopChefs* (315K+ views in first episode with Brendon Urie) and *Kiss & Make-Up with Courtney Act*
- Top 6 viewed videos in brand history, 12+ million views
- Grew PopCrush YouTube by 76K+ subscribers, a 254% increase
- First-listen Britney Spears review, promoted by Britney (158K+ views)
- Host, produce *Some Like It Pop* podcast (36K+ streams, 20+ episodes)
- Manage four editors' roles and responsibilities, maintain year-long editorial calendar, freelance assignments and monthly budget

EDITOR-IN-CHIEF

MuuMuse | 2007-Present

- Independent, self-operated pop blog with a humorous, fan-oriented bent, driving 100K+ monthly traffic
- Self-created and designed with HTML, CSS, Wordpress
- Developed official MuuMuse app in App Store
- Named in Top 100 Influential Music Blogs by *Style of Sound*
- Reviews gone viral from endorsements by acts like Sia (92K+ views), Britney Spears (32K+) and t.A.T.u. (18K+)

EDITOR

COMMUNITY MANAGER

Idolator (SpinMedia) | 2013-2015

- Boosted social referral traffic to 15% – site record
- Created successful fan franchises, including "Ibrawlator" (250K+ views) and "Biggest Fan" (100K+ views)
- Ran engagement campaigns including Twitter takeovers, (ex. Cher Lloyd #SirensChat, 5K+ tweets with hashtag, trended nationally)
- Promoted to editor position after a year

SOCIAL MEDIA ANALYST

Pitney Bowes | 2011-2012

- Assisted in creation of Consumer UI wireframes
- Developed visual redesign of Volly.com and business-facing website
- Promoted to assist in development of digital payment solution, Volly

MARKETING COORDINATOR

Pitney Bowes | 2010-2011

- Led initiatives for GFS portfolio - repricing & APR decrease campaign
- Managed Purchase Order and invoice process

EDUCATION

B.A. / MASS MEDIA STUDIES
BRANDEIS UNIVERSITY | 2010

- Self-directed independent interdisciplinary major
- Analysis of communication theory, pop culture, print and broadcast journalism.
- Cum Laude

ACHIEVEMENTS

- Apple Music playlist curator
- MTV Buzzworthy columnist
- REVOLT TV *Bubblepop* roundtable guest
- *PopChefs* and *Kiss & Make-Up with Courtney Act* video series
- *Some Like It Pop* podcast
- Top 100 Influential Music Blogs *Style of Sound* / 2014
- MuuMuse app launch
- *Interview* editorial intern
- "Scratching the Celebrity Itch" *New York Times* / 2011
- *GUMBOPOP*, NYC showcase *Time Out New York* Top 15 Best Things To Do / 2011

SKILLS

Photoshop	Wordpress
Office Suite	HTML / CSS
Chartbeat	Google Analytics
Audacity	iMovie

PUBLISHED WORKS

TIME	MTV
LOGO	V Magazine
Idolator	PopCrush
Attitude	Queerty

ENDORSEMENTS

- "Put a smile on my face" – Britney Spears
- "A blogger I actually really like" – Sky Ferreira
- "Hilarious" – JoJo
- "Excellent" – Peter Robinson