

james CAVE

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Senior Editor and Features Writer with extensive experience in internet and magazine news media, including investigative journalism, lifestyle features, and multimedia reporting.

Proven expertise in building audience engagement through data analysis and experimentation, as well as fostering relationships with brands, publicists, celebrities and other talent to collaborate and execute creative projects, particularly in the men's lifestyle space of a major international news publication.

KEY STRENGTHS

- **social media** • **project leadership**
- **copywriting** • **analytics & reporting**
- **ideation** • **audience growth**

EXPERIENCE

Freelance Writer, Editor

**Men's Journal/Men's Health/Mic/AskMen/
Feature Shoot** - New York, NY (Nov. '16 - Present)

Conceived and pitched ideas across a range of topics to various publications; received assignment ideas and collaborated with in-house editorial teams to execute.

Men's Lifestyle Editor,
Staff Writer,
Associate Editor,
Fellow

HuffPost - New York, NY (Mar. '14 - Nov. '16)

Recognized the need for a new men's lifestyle section at The Huffington Post, pitched the idea, and lead the team as editor and writer. Individually produced or contributed on multiple multimedia (including podcasts and Facebook Live segments), investigative, or lifestyle feature stories per week that reached viral status, or 750K page views each. Boosted online engagement on social media feeds and increased Huff-Post's male audience on social media by 10 percent in the first quarter.

Award: 2016 Online Marketing and Media Advertising Award for Best Video Campaign

Arts & Culture Editor,
Staff Writer

Honolulu Weekly - Honolulu, HI (Sept. '11 - May '13)

Executed the editorial vision, design, assignments, copy, and social media feeds for the arts and culture section of the Honolulu Weekly. Assigned freelancers to cover and analyze current events relevant to the local community in a thoughtful and humorous point of view.

Award: 2012 Society Of Professional Journalists Excellence In Journalism Award, General News & Enterprise Reporting