

DYLAN ROGERS

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EDUCATION

- 05/17 **Master of Arts**, English, *New York University*
· Specialized in magazines and periodicals; education and pedagogy; archival and database research.
- 05/14 **Bachelor of Arts**, English, *University of California, Berkeley*
· Specialized in 19th & 20th century; contemporary Western literature and theory; film; rhetoric.

AWARDS

- Fall 2015 GSAS Masters Scholarship, *New York University*
- Spring 2013 Dean's Honors, *University of California, Berkeley*
- Fall/09-Spr/11 Dean's List, Four Semesters, *El Camino Community College*
- Fall/09-Spr/11 Honors Transfer Program, Four Semesters, *El Camino Community College*
Top 1% of Transferring/Graduating Class, *El Camino Community College*
English Department Distinguished Scholar Award, *El Camino Community College*

PROJECTS

- 11/15 Conference Presentation, *Stony Brook University*. NY - 2015 Cultural Analysis & Theory Conf. "Immunity/Community"
· Presented interdisciplinary work that quotes accounts of court proceedings in the antebellum South to uncover the history of representations of the skin condition *vitiligo* in the U.S.
- 08/15 Conference Presentation, *Rice University*. TX
· Selected to present work at an academic conference on the "modal turn" in the field of Humanities and English literature studies.
- 06/12-12/13 Financial Advisor for eSports@Berkeley Club, *U. of Cal, Berkeley*
· Assisted as financial advisor to the #1 University team in the Collegiate Star League, worldwide. Handled all financial transactions for the club, from events and swag to a \$40,000 prize.
- Fall 2012 Lecturer and co-Facilitator for Batman as American Mythology DeCal (course), *U. of Cal, Berkeley*
· Taught a course at UC Berkeley on the cultural history and theory behind comics and Batman, growing the class size from the previous year.

EXPERIENCE *

- 06/19-09/19 **Content Strategist**, Editor-in-chief, Copy Manager, Copywriter, Feature Writer.
NUGL — A technology company with a mission to connect the cannabis community.
- Roles and Skills
- Creating strategy in collaboration with the Lead Content Producer & Strategist
 - Editing and managing all copy, and contributors, for both print and digital magazines.
 - Managing sponsorships and partnerships for print and digital publication.
 - Sole interviewer and copywriter across all platforms.
- Impact
- Upon initial hiring, I wrote SOPs with a detailed guideline and strategy for social media marketing to get the company out of an Instagram shadowban.
 - Quadrupled the number of content contributors as editor of *Nugl Magazine*.
 - Edited and wrote almost all content in the October 2019 issue.
 - Coordinated with sales and operations to solidify new corporate partnerships, increasing sales.

10/18-07/19

Copywriter, Researcher.

Advanced Nutrients — A hydroponics company specializing in cannabis products and nutrients

Roles and Skills

- Copywriting across multiple cannabis brands and types of products; produced copy for articles, social media, emails, websites, products, and more.
- Copyediting; cannabis law and plant biology research, fact-checking, censoring, project management.

Impact

- Lead a coordinated effort across offices to collate research data. Used that data to write 120+ SEO-optimized copies for our entire nutrients product line in compliance with California cannabis laws.
- Created new “editorial” calendar used throughout the whole company: events, strategic goals, campaigns, timelines for each project for every department, etc.
- Lead exploratory data research, assessment and presentation for VIP business partner project — opening a new dispensary.

09/16-08/17

Graduate Researcher, Archival Assistant.

Fales Library and Special Collections – A historical and underground archive in Bobst Library at NYU.

Roles and Skills

- Remote research on behalf of patrons, ranging from academic journals to BBC documentaries.
- Calendaring, scheduling materials appointments and facilitating secure access.

Impact

- Developed communications channels to facilitate collaboration on larger projects and track inventory more effectively, reducing time wasted searching for misplaced items.
- Catalogued a new multimedia, multi-generational collection from start to finish; Richard Marshall Collection of underground queer literature, erotica, and materials.

01/14-05/14

Communications Intern.

Berrett-Koehler — A publisher and Benefit Corporation focused on sustainable business practices.

Roles and Skills

- Reviewed early manuscripts; produced summary galley letters; wrote press releases.
- Researched and produced media data analyses in coordination with in-house departments.
- Assisted social-media staff in crafting social media language to increase exposure and publicity of titles.
- Coordinated with book reviewers, distributors, authors, and liaisons out-of-house to facilitate the early and late stages of book publication.

SKILLS

Computer Skills

- Windows and Apple OSs as well as most common Linux distributions (Ubuntu, Red Hat, Fedora).
- Advanced user of MS Suite and Google programs/apps.
- Wordpress site building tools and plugins. Familiar with Adobe Suite applications.
- ~90 wpm (words-per-minute), ~417 cpm (characters-per-minute).

Hard Skills

- Copywriting and Copyediting. Short and long form; feature writer.
- Website, article, blog SEO. Marketing strategy.
- Data Collection; Data Analysis; Database Management.
- Technical Writing and Documentation.
- Scheduling; Planning; Calendaring.