

BAILEY PENNICK

ENTERTAINMENT EDITOR, PRODUCER AND JOURNALIST

baileypennick.com

STATEMENT

Storyteller, producer and content creator with over a decade of experience specializing in culture marketing, print publishing, linear streaming and music formats. Skilled editor who thrives creating space for untold narratives and new audiences.

CAREER HISTORY

US Managing Editor

Red Bull Media House, 1,000,000+ monthly visitors

2020 - Present

Establish a youthful and inclusive editorial vision and always-on approach for the top audience focuses of Red Bull's media network.

- Create and maintain multiple editorial and digital content calendars and budgets for the arts, music, dance, skate, surf, snow and motorsports verticals
- Manage relationships with global and country programming teams to define and execute an editorial and social strategy focusing on gaining new consumers
- Discover and hire new creatives—writers, photographers, illustrators, graphic designers—to develop a robust bullpen of diverse, authentic and innovative voices
- Manage network of contributing editors, writers, and publicists with creative feedback and direction to ensure a premium product.
- Develop production and programming strategies based on audience and performance data across all channels to optimize edit

Entertainment Writer

Various publications, 5,000,000+ monthly visitors

2007 - Present

Closely collaborate with editors and teams at top arts and entertainment publications on in-depth features, oral histories and reviews

- Contributed to the arts and entertainment sections of high-profile magazines (Playboy, Fortune, She Shreds, LA Weekly), writing regularly for top editors
- Trusted by legacy and cutting-edge publications to represent them with A-list talent (Reese Witherspoon, Yoko Ono, Billie Eilish, Vic Mensa, Saweetie) and produce unique and compelling articles

Culture Creative Producer

Red Bull Media House, 1,000,000+ monthly visitors

2018 - 2020

Ideated, organized and executed award-winning 360 arts/entertainment editorial content plans for platforms across Red Bull's media network.

- Created, developed and led production on tentpole culture content initiatives including globally relevant music festivals, A-list artist interviews, livestream and VOD performance formats, behind-the-scenes featurettes and community focused documentaries
- Oversaw and guided several cross-functional teams including brand, marketing and communication teams domestically and globally to build a unique editorial voice across Red Bull's culture audiences
- Hired and lead production teams across 12 regions to execute documentary, scripted/unscripted and social productions
- Managed relationships to deliver custom content with top-tier talent and their teams (David Byrne, Saweetie, Kenny Beats, Omar Apollo, Kelsey Lu) to elevate their storytelling for their channels

Culture Editor, Digital Programming

Red Bull Media House, 1,000,000+ monthly visitors

2016 - 2018

Managed content development for Red Bull's online and print publications, including serving as the creative director of Red Bull Music's socials.

- Defined Red Bull's storytelling strategy through annual editorial calendars and budgets across the music, film/television, art, nightlife, social impact verticals
- Recruited and worked closely with freelancers (writers, editors, videographers, photographers, stylists), from assignment of stories to editing of copy. Also personally wrote cover stories and features (Angel Olsen, Beastie Boys, Snail Mail, St. Vincent)
- Developed and maintained long-term 360 editorial series (artist features, year-end coverage, BTS content, award season coverage), which increased female and gen z reader/viewership by 40%
- Orchestrated all Red Bull Music social media channels for US market and collaborated with global teams to define unique voice and aesthetic, boosting an increase in followers of over 120% year-over-year

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Deputy Editor

FLOOD Magazine, 500,000+ monthly visitors

2014 - 2016

Built editorial strategy, design, calendars and voice for FLOOD, an LA-based arts and culture magazine started by FILTER's editorial team.

- Directed the reviews section, coordinating 50+ pieces each month from a bullpen of 30+ writers, bolstering the diversity of genres and artists covered
- Authored of major features for the print and digital editions of the magazine (Jason Schwartzman, Courtney Barnett, Marc Maron, Andrew Bird, award season and festival coverage), which helped to define the film and television sections of the magazine
- Oversaw all social media, advertising, newsletters, and website design, establishing the voice and the face of FLOOD for a younger consumer
- Worked closely with the art director, Editor-in Chief and publisher in creating each issue from development and design to copy edits and publication, ensuring a clean, beautiful product every quarter

Online Editor

FILTER Magazine, 200,000+ monthly visitors

2012 - 2014

Directed all of FILTER's online properties including social accounts, newsletters, and advertising.

- Managed 15+ offsite freelance authors and photographers per year, working closely from assignment of stories to editing of copy, publishing 50+ timely articles (news, features, reviews) a week
- Wrote online exclusive features (Arctic Monkeys, Jenny Slate, HAIM, Franz Ferdinand, Tame Impala, Bruce Springsteen) and formalized our event and festival coverage (Coachella, SXSW, Voodoo)
- Developed and executed social media, editorial calendar, and SEO strategy for the print publication, ensuring that the magazine's content would live beyond its printing
- Worked closely with the magazine's print team on each quarterly edition as the head of copy edits and preview runs to ensure quality control
- Directed the internship program and expanded our talent pool to include up-and-coming writers

Social Media Manager

Cloutier Remix Agency

2011 - 2012

Conceptualized and directed the elite editorial and fashion agency's inaugural social media strategy

- Developed Cloutier Remix's external brand awareness and composed online content to highlight the artists' iconic looks and legacy on the fashion and entertainment world
- Managed social accounts for the heritage agency as well as several of the A-list artists signed to the agency
- Analyzed, reviewed and reported on promotional campaign effectiveness to maximize results with the agency's CEO, allowing for experimentation and data-driven testing

EDUCATION

University of California, Berkeley | Bachelor of Arts, English Literature and Writing

2007 - 2011

Kings College London | BA Exchange, English Literature and Writing

2009 - 2010

General Assembly | Management Course, Digital Marketing and Strategy

2017 - 2018

ADDITIONAL INFORMATION

Film Independent member

REALSCREEN awards winner 2020

UPROXX music critics poll contributor

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Experienced top-tier panel moderator

Editorial Anthology publisher

Criterion Collection collaborator

Seasoned presenter