

Cori Anne Weber

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WORK EXPERIENCE *(ongoing)*

Everhance

July 2014 – Present

Editor in Chief (also Lead Writer, Tumblr Ninja, and Resident Actor/Voice Over Artist)

Overland Park, KS

- Building a digital publishing and social media empire from one small blog (5 million followers) into a network of websites with a collective audience of 170+ million readers, viewers, and longtime fans
- Conceiving, creating, and managing websites, videos, articles, facts, calendars, books, board games, and more.
 - EIC of didyouknowblog.com, didyouknowfacts.com, humansoftumblr.com, and wimp.com
 - EIC and lead writer of special projects, including:
 - *Did You Know? Vol. 1* [paperback] and
 - *Did You Know? 63 Earths Can Fit Inside Uranus* - 2019 Box Calendar - [winner of the 2019 Calendar Association's National Gold Award for Most Informative Retail Calendar]
- Story editor, writer, and content curator for *Me, You, Us*, George Takei's *Togetherness* series, and various Tim McGraw campaigns
- Managing a team of 15+ freelance copy and media editors and writers

CrushMedia Promotions

June 2018 – Present

Co-Founder/ Co-Owner

Kansas City, MO

- Providing clients with a unique brand of artistry and a custom marketing experience of their choosing
- Social media, event promotion, video, graphic design, and custom Snapchat geo-filters and lenses

WORK EXPERIENCE *(freelance)*

Firstline Magazine

2011 - 2015

Writer of featured articles for national veterinary magazine

CrowdSource

March 2013 - June 2015

Freelance Copy Editor and Writer

Rival Screen Printing

November 2013 - July 2014

Copywriter and SEO Strategist

EDUCATION

Emporia State University

May, 2004

Bachelor of Fine Arts in Theatre (management and performance)

Emporia, KS

Raytown EMS

May, 2011

Emergency Medical Technician - Basic Training

Raytown, MO

SKILLS & INTERESTS

- **Skills:** strategic planning/partnerships; social media management; public speaking/relations; acting/vocal performance; Adobe Creative Suite; Wordpress; Yoast SEO; illustration; graphic design; creative direction; story/copy editing; research; technical/non-fiction/fiction writing; copywriting; content/brand consulting; content curation/creation; identifying the best angle of a story; understanding, playing to, and cultivating the core spurs and desires of a given audience; identifying the heart of a story and its universally appealing elements; advocating for my clients/patients/audiences; random fact generation; eating pizza
- **Interests:** family; podcasts; true crime; David Bowie; traveling; Stephen King; theatre; shoes; Oxford commas

I was born to be a teller of stories... but I have become a creator of culture.