

# Robert Alberto Steiner (He/Him/His)

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## EDUCATION

### Columbia University

*Master of Arts in Journalism, Arts & Culture Concentration*

New York, NY

Class of 2020

- Highlights: Master's Thesis on queer country music, a report on the environmental impact of arts festivals, and a full-length podcast on New York City's representation in Western popular music.

### Northeastern University

*Bachelor of Science in Music Industry, Minor in Music Recording*

Boston, Mass.

Class of 2019

## EXPERIENCE

### Variety

*Temporary Assistant Editor, Variety Intelligence Platform (VIP+)*

Los Angeles, CA

Jan. 2024 – Present

- Pitching, writing, and editing daily commentary and long form stories as part of the VIP+ team.
- Assisting with research, data analysis, chart and newsletter building, audience analytics, and SEO.
- Wrote the most-read free and paid-tier VIP+ stories for Q1 of 2024, totalling 58.5k views.

### Amplify Marketing

*Copywriter*

Los Angeles, CA

April 2021 – Aug. 2023

- Performed writing and project management duties for clients in the music, technology, and lifestyle industries.
- Produced web copy, product copy, and other media assets for Logitech, Zoom Corporation, and AEA Mics.
- Selected to assign and manage all case studies and press releases for HARMAN and their family of brands.
- Utilized metadata to produce SEO-driven blog-style posts, several of which ranked in the top 10 Google results for two or more keywords upon release.

### Fish in the Hand Productions

*Marketing Assistant*

New York, NY

Jan. 2021 – May 2021

- Assisted filmmaker Annie Berman with branding and engagement strategy for her independent documentary *The Faithful: The King, The Pope, The Princess*.
- Produced and managed digital assets including press releases, synopses, videos, and graphics.
- Created a master media contact list and handled outreach leading up to the film's premiere.

### Columbia Journalism School

*Post-Graduate Researcher*

New York, NY

June 2020 – Aug. 2020

- Assisted Jane Eisner, Director of the M.A. Program at Columbia Journalism School, with research for her biography on musician Carole King.
- Conducted archival research, literature reviews, legal document searches, licensing, and transcribing.

### The Boston Globe

*Writer/Reporter, Living Arts Department*

Boston, Mass.

Jan. 2018 – Jan. 2019

- Wrote album reviews, conducted interviews, and covered local events for print and online publication.
- Assisted senior reporters with research, transcribing, fact checking, and editing.
- Copyedited the Wednesday Books section, organized weekly local event guides, handled formatting and email automation for the Weekender newsletter, and assisted senior reporters and editors.

### Baeble Music

*Editorial Writer*

Brooklyn, NY

July 2016 – July 2017

- Wrote album reviews, music news, cultural essays, song premiers, artist interviews, and live music coverage.
- Met regularly with the marketing team to coordinate show promotion, social media, and artist relations.

## SKILLS

Microsoft Office, HTML, WordPress, Workfront, Content Harmony, Adobe Premier, Methode, Canva.