

PERSUASIVE BRIEFING

Mitali Shukla
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2020



1867



Harper's BAZAAR





Harper's BAZAAR



About Harper's BAZAAR

- Founded in 1867 in New York City
- Monthly fashion magazine
- Worldwide: 37 countries and regions
- Target market: style-conscious 18–30 year old women
- Showcases work of visionary stylists, expressive photographers & talented designers
- Appointed first woman of color as top editor (June 2020)

WHAT YOU NEED: Digital Fellow

- Harper's BAZAAR digital team seeking enthusiastic, hard-working editorial fellow
- Be intimately familiar with the BAZAAR brand & topics they cover
 - fashion, beauty, politics, culture and entertainment, celebrity news – emphasis on royal family
- Function like a full-time staff writer, working on daily posts, contributing research for larger stories, photo galleries & other projects.
- Recent graduates with a completed degree
- Strong writing skills are required
- Previous experience interning at a website or magazine is a plus.

THE SOLUTION

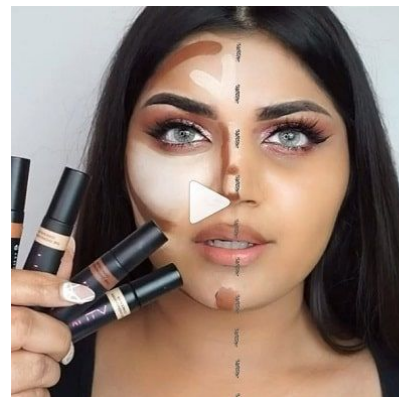
- Features Editor (The Panther) 2019–now
 - Covering arts, culture, entertainment & more
 - Expert in AP Style
 - Superior news judgement
- Content & Social Media Intern (DoLA) 2020
 - Covering food, arts, entertainment & events in downtown Los Angeles area
 - Content writing & newsletter articles
 - Proficient in Slack, Asana & Radmin
- SEO Foundations & Content Marketing LinkedIn Learning Courses Completion
- Coursework in Marketing, Public Relations, Message Design, Mass Media





VISUALIZATION

SPOTLIGHT BIPOC & LGBTQIA+ COMMUNITY

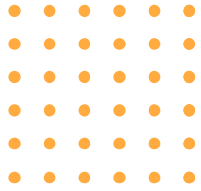


INFLUENCER MARKETING



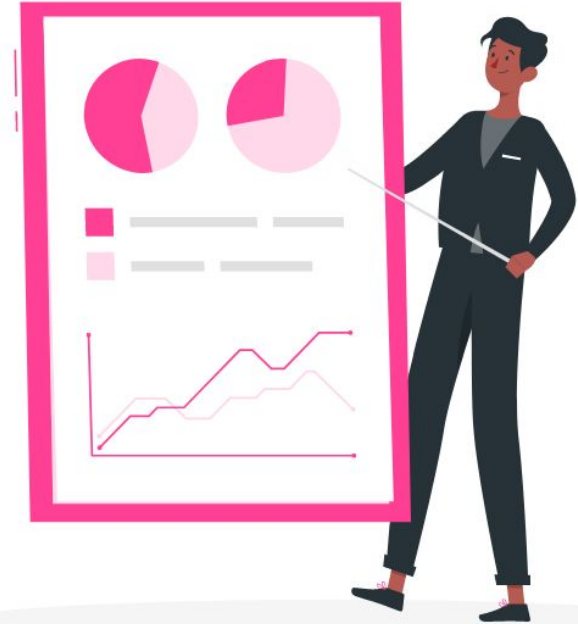
EXPANDING THE TARGET MARKET





THE PLAN

- Spotlight BIPOC & LGBTQIA+ communities
- Expand target market
- Segment market channels
- Collaboration with beauty companies
- Influencer marketing



THANKS

Do you have any questions?
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