

SKILLS

- Web production, including HTML, CSS, Vanilla, Tempest, Drupal, and Wordpress
- Adobe Creative Suite, including Photoshop, InDesign and Illustrator
- Video and audio editing, including FinalCut and iMovie
- Social media platforms, including Twitter, Pinterest, Facebook and Instagram

EXPERIENCE

NewBay Media/Future Plc

Content Engagement Director

July 2013-January 2023

January 2022-January 2023

- Managed the website nexttv.com, which included brands *Broadcasting + Cable, Multichannel News* and *Next TV*
- Edited stories posted to the site, looking for errors, optimizing stories for SEO, and ensuring images looked good
- Managed the brand home pages, updating carousel slots and keeping an eye out for errors
- Worked with the web development team to ensure site issues were fixed
- Monitored Google Analytics and Parse.ly to identify high performing stories and topics

Assistant Managing Editor

October 2019-January 2022

- Helped launch new brand *Next TV*
- Worked with web development to QA the site (nexttv.com)
- Shepherded the merging of brands *Broadcasting + Cable* and *Multichannel News* into the *Next TV* domain
- Managed social media accounts for *Broadcasting + Cable* and *Multichannel News*
- Edited stories published to *Broadcasting + Cable* and *Multichannel News*
- Used Google Analytics to determine popular topics for each brand and assess each brand's performance

Content Engagement Manager

December 2017-October 2019

- Worked closely with the Chief Content Officer to produce metrics reports of key performance indicators across the company's business to business portfolio
- Facilitated the company's transition from DotNetNuke and Drupal to Tempest, assisting each publication's editorial team with the migration, design and implementation
- Communicated regularly with the Tempest team on site improvements and cross-portfolio implementations of site features
- Trained B2B editorial teams on Tempest, Google Analytics and Chartbeat
- Worked with Tint to create social media widgets for the company

Associate Manager, Web Content, Broadcasting & Cable and Multichannel News

March 2015-December 2017

- Produced weekly metrics reports based on data from Google Analytics, Chartbeat and MediaView
- Worked with web development teams in New York and India on website issues for both websites
- Coordinated coverage of industry and company events, including the Emmy Awards and Television Critics Association
- Helped to develop protocols for posting stories to both sites and trained staff to use the content management system
- Facilitated social media promotion on Facebook, Twitter and LinkedIn
- Wrote and edited stories for the websites
- Monitored websites to ensure site content adhered to proper style and grammar

Assistant Editor, Broadcasting & Cable

March 2014-March 2015

- Produced weekly metrics reports based on data from Google Analytics and MediaView
- Worked with web development on website issues and ensured that any fixes to site were addressed promptly
- Coordinated coverage of TCA and company events to ensure that all relevant panels were reported on
- Helped manage Editorial Assistants, making sure tasks were completed
- Facilitated social media promotion on Facebook, Twitter and LinkedIn
- Wrote and edited stories for web and the print magazine

Editorial Assistant, Broadcasting & Cable

July 2013-March 2014

- Edited, wrote and published content for Web
- Managed, edited and sent multiple daily newsletters for the publication
- Worked with editors, reporters and other staff to ensure articles were published in a timely manner
- Wrote items for the print edition, including executive profiles and special features
- Helped facilitate the site's CMS transition and redesign, including training staff on new procedures

RadarOnline

Web Producer

June 2011-April 2013

- Managed publishing of content on website, which garnered 5 million uniques per month
- Collaborated with other producers to ensure continuity and uniformity of content
- Edited video and audio using FinalCut Pro and Quicktime
- Utilized social media to promote site content through Tweetdeck

La Sierra University

Jan. 2013-March 2013

Adjunct Faculty

- Taught Advanced Writing for Print Media during the Winter 2013 Quarter
- Assigned students a variety of articles, including analyses, commentaries, and features

EDUCATION

University of Southern California, Los Angeles, Calif., May 2011

M.A.: Online Journalism, May 2011, Phi Kappa Phi honor society, Outstanding Graduate Scholarship award

La Sierra University, Riverside, Calif., June 2006, summa cum laude

B.A.: English: writing with a minor in biology, University Honors Program