



TESS LOPEZ

EDITOR & WRITER

EXPERIENCE

DIGITAL MANAGING EDITOR

SUCCESS Magazine

2022 - Present

- Lead digital editorial strategy and oversee content production for the website and digital magazine
- Spearheaded the creation and launch of *SUCCESS+*, the company's first digital-only magazine
- Assign pitches and collaborate with freelance writers to develop compelling, relevant story angles
- Hire, coach and supervise a team of 10-plus contractors to ensure smooth editorial production and timely article publication
- Manage a monthly editorial budget
- Code, review and approve contractor and writer invoices
- Review magazines during the proofing stage for quality control and incorporate editorial changes in InCopy files
- Develop and execute editorial strategies that increase visibility for campaigns led by our marketing department

CONTENT & MARKETING MANAGER

Grit and Grace Life

2018 - Present

- Evaluate article submissions to determine publication eligibility
- Offer constructive editorial feedback on drafts to guide writer revisions
- Edit, format and schedule articles on WordPress in alignment with SEO best practices
- Coordinate outreach and scheduling for podcast guests
- Develop podcast interview outlines and show notes
- Write engaging content for biweekly newsletters via Mailchimp, resulting in a 10% increase in open rates
- Build promotional web pages using WPBakery Page Builder



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EDUCATION

MASTER OF ARTS | JOURNALISM

Regent University

2018 - 2022

BACHELOR OF ARTS | ENGLISH

Florida Gulf Coast University

2015 - 2018

ASSOCIATE OF ARTS

Florida Southwestern State College

2013 - 2015

TOOLS & PLATFORMS

- WordPress
- Adobe InCopy
- Monday.com
- Canva
- Google Workspace
- MS Office
- Mailchimp

EXPERIENCE (CONT.)

STAFF WRITER

Gulfshore Life Magazine

2019 - 2021

- Collaborated with managing editor and editor-in-chief to develop engaging content ideas for the print magazine
- Conducted interviews with sources to write informative long and short-form articles, passages and profiles for *Gulfshore Life*, *Southwest Florida Guide to the Arts*, *Healthy Life*, *HOME*, *Naples Realtor*, *WINK News Hurricane Guide* and other in-house print publications
- Copyedited publication using AP Style and inputted changes into Adobe InCopy files

LIBRARY MEDIA ASSISTANT

Vineyards Elementary School

2018 - 2019

- Assisted with daily library operations, including book circulation and shelving
- Navigated the school's digital cataloguing system to search for existing book and process new ones
- Assisted students and staff by recommending and locating age-appropriate titles

SALES ASSOCIATE/BEAUTY DEPARTMENT SUPERVISOR

Kohl's

2013 - 2018

- Assisted customers by locating and ordering products using handheld inventory devices, which increased department sales
- Processed customer payments and returns at point of sale
- Merchandised new and existing products according to corporate-directed visuals and blueprints
- Counted and balanced cash register drawers during nightly close
- Earned promotion following consistent work ethic and efficient cross-training in multiple areas of the store

SKILLS

- Editorial leadership
 - Project management
 - Analytics tracking
 - Quality control and proofreading
 - Content writing
 - Developmental editing
 - Copy editing
 - SEO knowledge
 - Interviewing experts
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