

Sofia Quintero

Work Experience

Associate Digital Editor

ASSOULINE - New York, NY

July 2024 - Present

- Spearhead editorial content strategy for Culture Lounge, driving audience growth and engagement
- Direct digital partnerships and branded content initiatives with luxury brands
- Manage freelance writers for the Culture Lounge digital magazine
- Develop and execute Culture Lounge's weekly email newsletter and social content
- Produce The Culture Lounge podcast end-to-end, including scriptwriting, guest curation, recording coordination, post-production oversight, and multi-platform social media amplification

Editorial Assistant

ELLE Decor / Hearst Magazines - New York, NY

June 2022 - July 2024

- Served as executive assistant to the editor-in-chief, managing schedules and facilitating editorial operations
- Supported all phases of print production
- Worked with market team to coordinate and execute editorial photoshoots
- Translated feature stories from French to English for elledecor.com, maintaining brand voice
- Created compelling e-commerce content for elledecor.com, driving affiliate revenue and reader engagement

Editorial Intern

Modern Luxury Media - New York, NY

June 2021 - August 2021

- Served as writer and fact checker for publications including San Francisco Magazine, Modern Luxury Manhattan, Silicon Valley Magazine, and The Hamptons
- Provided copy-editing support to maintain consistent editorial standards across publications
- Conducted research and fact-checking to ensure accuracy and journalistic integrity

Education

American University of Paris

Paris, France

2018-2022

Bachelor of Arts, Major: Journalism

Minors: Comparative Political Communication and Fashion Studies

Affiliations: AUP MUN (Model United Nations), Club Latinoamérica

Skills and Proficiencies

Editorial & Content: B2C Content Strategy, Branded Content, Reporting, Copy-Editing, Fact-Checking, SEO Optimization, E-Commerce Content

Analytics & Technical: Google Analytics, Looker Studio, Megaphone, Content Platform Analysis, CSS, Content Management Systems (CMS)

Software & Tools: Microsoft Excel, Adobe Creative Suite (Photoshop, InCopy, Bridge), Canva, Asana

Languages

English - Native/Fluent

Spanish - Native/Fluent

French - Proficient (Level C1)