

Victoria Rosenthal

Garfield, N.J. | vrosenthal3894@gmail.com | [LinkedIn](#) | [Portfolio](#)

Journalist with 8 Years' Experience in Digital Publishing, SEO Strategy, and Affiliate Content

Experience

Freelance Copy Editor | Warm Thoughts Communications | Feb. 2024 – Present

- Copy edit client websites to ensure factual accuracy, brand voice consistency, and proper text formatting across all pages, typically completing full-site edits of 10-40 pages within a 5–6-hour turnaround
- Proofread website copy for spelling and grammar errors, enhancing clarity, readability, and overall user experience while maintaining brand-specific tone and formatting

NJ.com Associate Editor, SEO/Commerce | NJ Advance Media | April 2022 – Present

- Wrote [award-winning article](#) that helped NJ.com earn the [Skimlinks Commerce Awards for Publishers](#) (2023), driving record traffic and generating approximately \$10,000 in revenue during a major cultural event
- Oversee editorial calendar, assigning and copy editing [trending](#), [shopping deals](#), and [live events](#) news articles, including deal roundups, shopping guides, reviews, and product-focused content tied to affiliate revenue goals
- Copy edit 45-50 articles weekly under tight deadlines while upholding AP and house styles, fact checking for accuracy, and optimizing for SEO
- Drove affiliate revenue growth from \$1.65 million to \$1.9 million over three years (+15%) by training editorial team in SEO, AP style, and affiliate writing best practices, resulting in 9.1% YoY growth in my second year
- Collaborated with NJ.com's social media team to launch its first commerce video format on the 466K-subscriber YouTube channel, producing and hosting federal holiday shopping content to drive affiliate revenue growth
- Serve as interim chair of the Journalism Day committee, organizing and hosting workshops to teach students about journalism and media literacy

The Toy Book/The Toy Insider/The Pop Insider Editorial Assistant | Adventure Media & Events, LLC | Nov. 2018 – Sept. 2019

- Copy edited toy industry-focused [feature articles](#) from expert freelance contributors for the Toy Book monthly
- Composed news, feature, and review articles focused on [pop culture](#), [entertainment](#), licensed products, toys, board and video [games](#), and movies for the Toy Insider and the Pop Insider web and print editions
- Represented Adventure Media & Events' magazines at trade shows and press events by interviewing leading toy and game company representatives

Skills & Abilities

- Digital and print news writing, copy editing, SEO headline writing, fact-checking on CMS, WordPress, and Adobe InDesign
- Content strategy development, editorial calendar management, and KPI tracking using page view data and affiliate revenue platforms (Parse.ly, Google Analytics, Skimlinks, Amazon Associates and Impact/Trackonomics with Rakuten, Awin, CJ)
- Photo editing with Canva, filming, video editing with Final Cut Pro, Adobe Premiere Pro, and Rush
- SEO research with Google Trends, Semrush, and Keyword Surfer
- HTML, CSS, data visualization creation (Excel, Flourish, Datawrapper)
- Social media management on Hootsuite, Instagram, Facebook, Twitter, and Snapchat

Education

- Advance Local's Advancing Women BRG Columbia Journalism School Leadership Summit | Completed: April 2025
- M.A. Digital Journalism | Goldsmiths, University of London, London, U.K. | Graduated: Sept. 2021
- B.A. English (Rhetoric and Global Culture) and Theatre (Dance) | Binghamton University, Vestal, N.Y. | Graduated: Jan. 2017