

# Victoria Rosenthal

New York Tri-State Area | [vrosenthal3894@gmail.com](mailto:vrosenthal3894@gmail.com) | [LinkedIn](#) | [Portfolio](#)

## Executive Summary

SEO-driven Senior Editor and Content Strategist with 8 years of experience growing digital audiences, scaling affiliate revenue, mentoring writers, and optimizing content for search and social. Expert in building high-performing editorial calendars, elevating content quality, improving visibility across platforms (Google, Apple News, Yahoo, NewsBreak), and driving measurable traffic and revenue outcomes. Combines strong editorial judgment with deep SEO expertise, analytics fluency, and cross-functional collaboration. Proven success managing content lifecycles, enforcing editorial standards, and producing high-impact digital content under tight deadlines.

## Core Expertise

- **Content Strategy & SEO:** Editorial planning, keyword research, intent-based content, optimization for Google/Apple/Yahoo/AI platforms
- **Editorial Leadership:** Copyediting, proofreading, fact-checking, AP style, style guides, newsroom standards
- **Commerce & Revenue:** Affiliate revenue strategy (Amazon Associates, Impact, Rakuten, CJ, Awin), commerce content, deal coverage
- **Analytics:** Parse.ly, Google Analytics, Trackonomics, Skimlinks, Semrush, Google Trends
- **Mentorship & Training:** Coaching reporters on SEO, writing, commerce, AP style; workshop development
- **Social & Multimedia:** Instagram, Facebook, X, Snapchat, Canva, Final Cut Pro, Adobe Premiere, CapCut
- **Technical Skills:** HTML, CSS, data visualization (Excel, Datawrapper, Flourish), CMS management

## Selected Impact Highlights

- Increased NJ.com affiliate revenue by 15% YoY (\$1.65M → \$1.9M) through SEO optimization and newsroom coaching
- Produced award-winning shopping article that generated \$20K revenue and 106K page views, earning the 2023 Skimlinks Commerce Award
- Copyedit 45–50+ articles per week while maintaining AP style, accuracy, and SEO best practices
- Led video game content vertical generating 523K page views and \$16K+ affiliate revenue per article
- Grew social channel engagement by 30% (Galavante) through optimized content mix and trend testing

## Experience

### Freelance Copy Editor | Warm Thoughts Communications | February 2024 – Present

- Copyedit client websites of 10-40 pages within a 5–6-hour turnaround on deadline to ensure factual accuracy and proper text formatting across all pages
- Maintain brand voice consistency and formatting by proofreading website copy for spelling and grammar errors, and enhancing clarity, readability, and overall user experience

### 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 \$20K in affiliate revenue and 106K page views
- Spearheaded affiliate revenue growth (+15%, \$1.65M → \$1.9M) by mentoring editorial team in SEO, AP style, and news writing best practices, achieving 9.1% YoY growth in year No. 2
- Craft and oversee a high-performing editorial calendar, assigning and copyediting local and national [trending, shopping deals](#), and [live events](#) news articles
- Copyedit 45-50+ articles weekly under tight deadlines while upholding AP and house styles, fact-checking for accuracy, and optimizing for SEO
- Compiled editorial and photo sourcing guidelines in collaboration with senior editors to uphold content standards and developed a copyright tracking system for embedded social media posts
- Lead video game coverage, generating 523K page views and driving \$16K+ in affiliate revenue per article since Nov. 2024
- Co-chair the Journalism Day committee, organizing, and hosting workshops to teach students journalism and media literacy

### **Contributing Writer | Berklee College of Music Valencia | October 2021 – August 2023**

- Shared unique stories about the achievements and outstanding work of Berklee College of Music Valencia alumni and staff following house style and copy standards
- Interviewed Berklee Valencia alumni and staff via Zoom to learn their stories and work history across a variety of industries to package in compelling feature articles

### **Contributing Writer | Business View Magazine | April 2021 – December 2021**

- Composed monthly feature articles highlighting the successful economies, business centers, history, and culture of cities across the United States and Canada following house style and copy standards
- Interviewed local government leaders of each city via Zoom to learn about updates, initiatives, goals, and achievements

### **Editorial Assistant | Adventure Media & Events, LLC | November 2018 – September 2019**

- Copyedited toy industry-focused [feature articles](#) from expert freelance contributors for the Toy Book magazine monthly
- Authored 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 following house style and copy standards
- Developed professional relationships with leading toy and game company representatives by attending industry trade shows and press events

### **Editorial Intern → Editorial Assistant | Galavante | July 2018 – December 2018**

- Promoted to Editorial Assistant from Editorial Intern after three months
- Grew social media presence and brand awareness across Instagram, Facebook, and TripAdvisor by 30%, and analyzed performance analytics daily to identify strategies to publish high-performing posts
- Monitored and analyzed social media account performance analytics to remain on the pulse of audience interaction and strategize for future content
- Planned and composed social media posts in line with brand voice, house style, and social media trends
- Assisted in administrative planning of the editorial calendar
- Published all articles on the content-management system, composed headlines, and sourced feature and body text images adhering to house style and copy standards
- Sourced and edited images of hotels and travel destinations for each social media post

### **Professional Development**

- Poynter ACES Intermediate Certificate in Editing | Expected Completion: December 2025
- Advance Local's Advancing Women BRG Columbia Journalism School Leadership Summit | Completed: April 2025

### **Education**

- 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