

Amanda Vasquez

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EDUCATION

Texas Christian University, Fort Worth, TX
Bachelor of Science in Journalism; Minor- Writing

May 2022

EXPERIENCE

DotDash Meredith, New York, New York
Content Brief Writer

November 2022 - Present

- Work with DotDash Meredith performance marketing Editorial Project Manager and Lead Content Strategist to write content briefs in conjunction with Editors from different verticals
- Responsibilities include writing content briefs (SEO research), quality checking articles, producing articles in OneCMS and communicating with performance marketing team
- Project managing of Information Catalog for the performance marketing team, which includes updating & quality checking records, creating new records and assisting Editors with questions about the program

EDITION by Modern Luxury, New York, New York
Print Intern

January 2022 - May 2022

- Collaborated with EDITION Managing Editor to pitch, research & write stories, fact check stories, transcribe interviews, manage story line-ups for each publication and observe design process
- Attended weekly meetings with whole Modern Luxury team, weekly meetings with all Modern Luxury interns and weekly EDITION by Modern Luxury intern meetings
- Wrote a total of six articles for the March/ April 2022, May/ June 2022 and July/ August 2022 issues

TCU 360, Fort Worth, TX
Skiff Page Designer

January 2022 - May 2022

- Designed pages for The Skiff using Adobe InDesign and collaborated on designs with Skiff editor & the Director of Digital Media
- Worked in a timely manner to design aesthetic & accurate pages for The Skiff to be printed every Thursday

Line Editor & Social Media Engagement

August 2021 - January 2022

- Line edited stories for TCU 360 & communicated with reporter about edits, wrote & scheduled posts for TCU 360's Twitter and attended monthly engagement team meetings
- Communicated with reporter or Editor about edits to stories and attended bi-weekly meetings with TCU 360 staff members & monthly meetings with the line edit team

Reporter, Copyeditor & IMAGE Magazine

January 2021 - August 2021

- Collaborated with TCU 360 Editor & staff to copy edit and write articles in a timely manner, pitched stories to TCU 360 editor & IMAGE editor and attended bi-weekly meetings with TCU 360 staff members & monthly meetings with the copy desk team
- Implemented AP Style & TCU Style, optimized photos, edited articles on WordPress and communicated with the editor & staff members through Slack

TCU Magazine, Fort Worth, TX
Writing Intern

August 2021 - December 2021

- Worked with a team of two TCU Magazine Editors to write articles centered around TCU for the quarterly print magazine and real-time digital platform

- Pitched, researched & wrote articles, created a multimedia video story, copy edited stories, created social media marketing, observed design process of print publication and attended weekly cross departmental meetings
- Developed professional writing skills for a variety of magazine formats for publication in print and on the web, researched & pitched stories, used AP style to uphold journalistic standards and communicate with the Editors & staff
- Produced content for three 2021 publications, two 2022 publications and one 2021 Endeavors (TCU research magazine) publication

Holly Homer Enterprises, Flower Mound, TX

July 2020 - November 2020

Kids Activities Blog Editorial Assistant Intern

- Reported to Editor, attended SEO training, implemented SEO into editing & writing blog posts and promoted posts on social media
- Wrote & edited blog posts on WordPress, created Pinterest posts using PicMonkey and managed social media using ConvertKit, SocialBee & PushEngage
- Independent creation of ideas for a blog post, SEO research, creating graphics for idea, writing article and editing post with Editor
- Cultivated virtual communication with a remote team to carry out the goals of the blog which included creating blog posts to promote on social media to increase reader traffic on posts and subscriptions to the blog

Elysian Media Group, Westlake Village, CA

June 2020 - July 2020

Southern California Life Magazine Editorial Assistant Intern

- Communicated with Editor to copy edit & fact check articles & blog posts, assisted with designing magazine layout, blog and created posting schedule for social media
- Carried out the goals of the magazine which included making sure articles were factual & followed AP Style, creating a visually pleasing magazine layout for readers and making sure social media schedule was organized

COLLEGE INVOLVEMENT & LEADERSHIP

National Association for Hispanic Journalists

January 2020 - May 2022

Founding member of TCU chapter

Miracle Network Dance Marathon at Texas Christian University

January 2020 - March 2020

Gamma Phi Beta Fundraising Team Leader

HerCampus TCU, Blog, *Writer*

March 2021 - May 2021

Gamma Phi Beta, Sorority, *Member*

January 2020 - May 2022

SKILLS

Technical: Advanced- AP Style, SEO, PicMonkey, Word, Pages, Convert Kit, Slack, Trello, PushEngage, Adobe Spark, Asana, Google Suite, Information Catalog; Intermediate- OneCMS, SEMRush, InDesign, Publisher, WordPress, Coding, HTML, CSS, Final Cut Pro, iMovie, Ahrefs, SocialBee, Airtable; Basic- Photoshop, Lightroom, Excel

Social Media: Advanced- Instagram, Pinterest, LinkedIn, Twitter; Intermediate- Facebook; Basic- TikTok

Certifications: Everything Digital Marketing - issued August 2020