

# ADRIANA BELMONTE

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## EDUCATION

**Marist College**, Poughkeepsie, NY

**Degree:** B.A. in Communication; Concentration: Journalism and Sports Communication; Minors: English Literature and Global Studies

**Istituto Lorenzo de' Medici**, Florence, Italy- Study Abroad

**Languages:** Intermediate Spanish, Elementary Italian

## RELATED EXPERIENCE

**Senior Editor, Yahoo Finance**, New York, NY

July 2020-present

- Research and write feature articles and breaking news stories, with a focus on health care, politics, and trade
- Edit articles, graphics, video scripts, and VOD projects for Yahoo Finance, Yahoo Money, Cashay, and Yahoo.com
- Develop multimedia projects, including in-depth articles accompanied by original podcast or VOD
- Copy edit articles and graphics for the editorial teams of Yahoo Finance, Yahoo Money, Cashay, and Yahoo.com
- Live tweet Yahoo Finance's talk shows through video clipping via Twitter LiveCut and manage Twitter sponsorships
- Help manage the Yahoo Finance and Yahoo Main Twitter account for 24/7 coverage through Buffer

**Associate Editor, Yahoo Finance**, New York, NY

July 2018-July 2020

- Researched and wrote feature articles and breaking news stories, with a focus on trade, politics, and health care
- Write long-form pieces accompanied with featured video, including an inside look at a direct primary care surgery center and an explainer piece on the anti-vaccination movement
- Copy edited articles and graphics for the editorial teams of Yahoo Finance and Cashay
- Live tweeted Yahoo Finance's talk shows through video clipping via Snappy software and Twitter LiveCut
- Copy edited and provided editorial feedback for the Video-on-Demand team, including script writing
- Edited personal finance posts as part of launch of Cashay.com, a personal finance site targeted at Gen Z women

**Syndication Intern, INSIDER**, New York, NY

November 2017-May 2018

- Assisted the syndication editor with managing special projects and top syndication partnerships
- Reviewed and selected stories from INSIDER's partners
- Packaged stories in exciting ways by summarizing articles, rewriting headlines to optimize SEO and photo sourcing
- Implemented a collaborative project with the social media team to distribute content on Instagram and increase page views

**Editorial Intern, Major League Baseball Advanced Media**, New York, NY

June 2017-November 2017

- Wrote, copy-edited, fact-checked and proofread articles for MLB.com, special event programs and Sports on Earth
- Researched and wrote profiles for high school baseball players playing in MLB's Prospect Development Pipelines events
- Attended and participated in brainstorming sessions for All-Star Game and postseason events

**Editorial Intern, Hudson Valley Magazine**, Poughkeepsie, NY

October 2015-December 2015, January-May 2017

- Fact-checked and researched content for articles
- Attended events and wrote stories for magazine and web
- Assisted staff with acquiring photos for print articles and other functions necessary to produce a monthly magazine/website
- Attended creative brainstorming sessions to plan content for future issues

**Reporting Intern, Poughkeepsie Journal**, Poughkeepsie, NY

September 2016-December 2016

- Assigned to sports, features, and human interest articles for online and hardcopy throughout Dutchess and Ulster counties
- Strictly adhered to deadlines and AP style

**SEO/Content Writing Intern, Classic Specs**, Brooklyn, NY

June 2016-August 2016

- Wrote engaging and SEO-friendly articles for the Classic Specs website
- Contributed to bi-monthly brainstorm sessions with the editorial team
- Learned and propagated the core fundamentals of SEO best practices

## COMPUTER / SOCIAL MEDIA SKILLS

Apple Software (InDesign, Photoshop), Buffer, SocialFlow, Voxco, Facebook, Twitter, Twitter LiveCut, Snappy TV, Asana, Wordpress, Slack, Snapchat, CMS, CrowdTangle, Google Analytics, Feedly