

Abigail Montanez

MANAGING EDITOR & WRITER

Profile

Motivated managing editor and writer for a New Jersey lifestyle magazine and website who has worked in the publishing and digital marketing space for over five years.

Areas of Interest

- Writing and editing at a publication or in a digital media environment
- Overseeing the day-to-day operations of a magazine or website
- Managing the creation of social media content

Contact Details

Email:
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Phone:
(201) 694-1243

Location:
Jersey City, NJ

Portfolio:
abbymontanez.journoportfolio.com

Expertise

- SEO Writing
- AP Style
- Proficient in Wordpress, Asana, Canva
- Copy writing and editing
- Social media management

Work Background

New Jersey Digest | thedigestonline.com

Managing Editor | May 2021 - Present
Assistant Editor | February 2020 - May 2021
Editorial Assistant | January 2017 - February 2020
Writing Intern | January 2016 - January 2017

- Write, assign and edit multiple stories per issue for our print magazine and 1-2 SEO-focused stories per week for the site
- Assist editor-in-chief with weekly/monthly editorial planning
- Consider analytics and previous successes to pitch strategic story ideas
- Help with staffing, including overseeing a team of interns and freelancers
- Manage and maintain a regular posting schedule of content and editorial pieces across [@njdigest](https://twitter.com/njdigest) social media channels

Achievements

- Assisted with the growth of organic website traffic and monthly page views from 20K to 150K
- Spearheaded a weekly e-mail newsletter that has accumulated 75K subscribers in less than one year
- Created a [TikTok](https://www.tiktok.com/@njdigest) account that's amassed over 15K followers

VUE Magazine

Editorial Assistant | January 2017 - May 2020
Writing Intern | January 2016 - January 2017

- Pitched compelling story ideas for print and digital
- Wrote various types of luxury lifestyle articles including long-form features, interviews, roundups and gift guides
- Uploaded print content onto CMS

Education

Montclair State University - Montclair, NJ

Bachelor's Degree, English Literature
Minor in Creative Writing, Fiction
2011-2015