

nichole fratangelo

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about

Experienced multi-platform reporter, storyteller, and social media specialist seeking a digital editorial role in the lifestyle, culinary, or entertainment field.

experience

Vivala.com, Revelist.com | Reporter | Oct. 2017 – Present

- **CROSS-PLATFORM WRITER & EDITOR** covering celebrities, entertainment, body positivity, wellness, and Latin-focused market.

RachaelRayShow.com | Freelance Writer | July 2017 – Sept. 2017

- **DIGITAL CONTRIBUTOR** for food, drink, health, celebrity, and recipe content.

Latina.com, TheLatinKitchen.com | Associate Editor | Jan. 2014 – June 2017

- **CROSS-PLATFORM WRITER & EDITOR** for food, health, fitness, lifestyle, sex, travel, and pop culture content.

Freelance Contributor, Various Sites | Sept. 2016 – Present

- Content contributor for ReadersDigest.com, Taste of Home, PopSugar, Byrdie and others.
- Content style: first-person experiences or reported research; includes utilizing platforms that require highly-optimized headlines and SEO keywords.

skills

- **MULTI-PLATFORM CONTENT CREATOR:** Experience building content in various CMS, with focus on using SEO keywords and optimization.
- **AUDIENCE DEVELOPMENT:** Google analytics and Chartbeat tracking; executing content partnerships with other sites.
- **SOCIAL MEDIA:** Proficiency on Instagram, Pinterest, Facebook, Twitter, Snapchat, Tumblr, and Periscope.

education

- Quinnipiac University | 2010 – 2014 | Bachelor of Arts, Spanish; Public Relations Minor
- University of Salamanca | 2013 | Study abroad