

nichole fratangelo

524 metropolitan avenue, brooklyn, ny 11211
phone: 908-907-5337 | email: nichole.fratangelo@gmail.com

portfolio: <http://www.nicholefratangelo.com/>

about

Experienced multi-platform editor, reporter, storyteller, copy editor and social media specialist seeking a digital editorial role in the fields of lifestyle, culinary, fitness, health, multi-cultural and lifestyle content.

experience

RachaelRayShow.com | Freelance Writer/Editor | July 2017 – Present

DIGITAL CONTRIBUTOR: FOOD, DRINK, HEALTH & WELLNESS, CELEBRITIES

- o Building and scheduling all content on website as it pertains to the show
- o Recipe building and headline writing, with a focus on SEO and top-searched keywords
- o Assisting with social media, including Facebook live production and other video series

Latina Media Ventures: Latina.com, TheLatinKitchen.com and Latina | Associate Editor | Jan. 2014 – Present

CROSS-PLATFORM AND CATEGORY WRITER & EDITOR: FOOD, HEALTH, FITNESS, LIFESTYLE, SEX, TRAVEL, ENTERTAINMENT/POP CULTURE

- o Daily trending stories
- o News stories, recipe round ups, op-eds
- o Ongoing coverage of culinary-focused events, restaurant openings and travel destinations
- o Recipe editing
- o Original slideshows
- o Personal essays and first-person stories
- o Celebrity and celebrity chef interviews
- o Development of custom video series for The Latin Kitchen
- o Assisting with all social media accounts including distribution of content, performance analytics, Facebook live broadcast
- o Reviewing daily analytics of the content performance via Google analytics and Chartbeat

- o Strong network of contacts in respective field

ReadersDigest.com | Contributing Writer | Sept. 2016 – Present

- Content contributor with focus on health, culture, fitness, and food
 - o Content style: First-person experiences or reported research, with input from medical professionals and other relevant sources
 - o Included utilizing platforms that requires highly-optimized headlines and SEO keywords

Banana Skirt Studios | Content Producer | Sept. 2016 – Dec. 2016

SOCIAL MEDIA AND EMAIL MARKETING: DANCE, FITNESS AND LIFESTYLE

- Managed social media for NYC-based dance fitness and lifestyle brand, which included editing videos for Instagram, development of compelling copy and maintaining ongoing engagement with each platform's fans/followers
- Wrote weekly content-forward editorial newsletters and email blasts

skills

- **MULTI-PLATFORM CONTENT CREATOR:** skilled storyteller, editor and reporter across an array of categories. Experience building content in CMS, Wix, Wordpress, Drupal, Skyword and Microsoft Office
- **AUDIENCE DEVELOPMENT:** SEO optimization, Google analytics tracking, general content tracking, and 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; Minor in Public Relations;

University of Salamanca | 2013 | Study abroad