

# Ariana Marini

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7 Outlook Ave. Yonkers, NY 10710

## Summary

Content strategist and trained journalist with experience developing editorial, social, and video initiatives. Proven skills in writing diverse content, building audiences, and increasing engagement.

## Experience

### **A Plus (aplus.com) | Associate Lifestyle Editor | New York, NY | May 2015 — Present**

- Writes 15 articles weekly bringing in 700,000 to one million page views as top traffic driver
- Develops data-backed social media strategy to increase engagement and user experience
- Conceptualizes and develops branded content campaigns for clients
- Assigns, edits, and manages team of freelance writers
- Creates and selects content for influencers to syndicate on social media
- Packages and edits articles to improve storytelling techniques, SEO, and shareability
- Develops the lifestyle editorial calendar
- Produces original videos concepts and social media videos

### **Choices Magazine, Scholastic | Editorial Assistant | New York, NY | Feb. — May 2015**

- Wrote and edited SEO optimized content focused on teen health and wellness
- Supported editorial staff through reporting, fact-checking, content development, and social media
- Assisted with website improvements based on extensive QA testing
- Designed layout and presentation of article pages on new website

### **NOVA - WGBH | Research Intern | Boston, MA | Sept. — Dec. 2014**

- Researched science and health topics for NOVA shows and articles
- Edited and fact-checked scripts
- Analyzed and evaluated science press releases and articles
- Helped launch NOVAReads, an online NOVA book club

### **Everyday Health | Editorial Intern | New York, NY | June — Aug. 2014**

- Reported and wrote feature articles, slideshows, and listicles
- Spearheaded the launch of a fitness blog for EverydayHealth.com
- Copy edited, fact-checked, and optimized content for SEO
- Updated weekly newsletters

### **Mechanical Engineering Magazine | Editorial Intern | New York, NY | June — Aug. 2013**

- Pitched, reported, and wrote feature articles for both the flagship publication and ASME.org
- Copy edited and fact-checked articles daily and proofread layouts
- Managed and selected content for social media platforms

### **Vera Wang | Production Intern | New York, NY | Sept. 2012 — Jan. 2013**

- Corresponded with vendors and handled purchase orders for both production and design
- Created catalogs of information for new seasons
- Photographed garments during adoption fittings and assisted in garment fittings

## Education

### **Emerson College - Boston, MA**

Bachelor of Science Degree in Journalism - December 2014  
*summa cum laude* (GPA 3.9)

## Skills

Editorial Strategy, Branded Content, Social Media, SEO, Data Analytics, Creative Problem-Solving, Research, Social Media Marketing, Content Management Systems, Microsoft Office Suite, Excel, PowerPoint, Photoshop, WordPress, Final Cut Pro, Google Analytics, TweetDeck, and HTML