

Ariana Marini

Ariana.Marini@gmail.com

arianamarini.com

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