

# Victoria O'Campo

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## EXPERIENCE

### **Cortex Sustainability Intelligence, Content Marketing Manager**

Nov 2021–Present

Manager of inbound marketing content at a Series A tech-startup

- Launched, rebranded, and create marketing content materials for rebranded website launch
- Responsible for producing \$2.75mil of MQLs in one year by managing, editing, and creating branded content
- Manage PR distribution process and continuously identify opportunities to maximize organic brand exposure
- Collaborate with Marketing Director to identify and secure opportunities for strategic content partnerships

### **Red Canary Magazine, Managing Editor**

August 2021–Present

Manage and organize weekly editorial calendar of an independent, online magazine with over 30 contributors

- Collect digital assets for each story, fact-check, and conduct editorial research to assist writers
- Assist the founder with outreach for the non-profit collective efforts
- Increased website interaction with a 100% increase in three months through SEO and social media strategies

### **Quaker Campus, Editor-in-Chief**

September 2017–June 2021

Write, edit, and manage Whittier College's 107-year-old daily newspaper, which provides an independent news source of local issues for students, faculty, alumni, and the city of Whittier

- Successfully relaunched the newspaper's website on WordPress, collaborating with a five-member team to execute a daily publishing schedule rather than a weekly issue for the first time in the publication's history
- Developed story pitches that address the interest and concerns of the college's students, faculty, and staff by working with campus communications, student government, and administration
- Approved each article as the final edit before publishing to maintain quality control of relevant, timely, and interesting stories that are formatted to AP Style Guidelines, leading to a decrease in published corrections
- Directed and reorganized editorial schedule that proved effective in increasing the rate of publication

### **Pasadena Magazine, Editorial Intern**

June 2019–September 2019

Contributed and edited bi-monthly lifestyle publication covering Pasadena and San Gabriel Valley features

- Supported head editors by developing feature article pitches, editing copy to AP Style Guide, and proofreading in-print layouts for design consistency
- Headed project to update in-print restaurant and event guide of over two hundred listings through outside contacts

### **ALTANGELES, Co-founder & Head Editor**

April 2018–January 2019

Founded digital music-coverage magazine that aims to highlight the diversity of underground music in Los Angeles

- Created publishing schedule through Excel and wrote an editorial stylebook to be used by magazine staff and freelance writers for album reviews, artist features, and live event coverage
- Developed professional relationships with managers and artists to schedule interviews for features

## SKILLS

Training in AP Style Guide, Adobe InDesign, Powerpoint, Excel, SEO tools, Slack, Social Media Platforms  
Fluent in English. Conversational in Spanish and French.

## CERTIFICATIONS

### **SEO Fundamentals Digital Marketing — Semrush**

Issued June 2021

### **Inbound Marketing Certified — HubSpot**

Issued July 2021

## EDUCATION

### **Whittier College — B.A. English**

September 2017–January 2021

- 3.68 Cum Laude GPA, Dean's Honor List