

# DANIEL AVERY

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EDITOR, EDITORIAL MANAGER AND CONTENT CREATOR

CATALYZED SOCIAL GROWTH, INCLUDING A 320% GROWTH IN FACEBOOK LIKES

## PROFESSIONAL EXPERIENCE

**CNET** | Explainers Reporter | 2021—present

- Pitch and write explainers for CNET How To team that routinely top daily site traffic
- Create Trendspotting project to identify breaking news stories that merit explainers. High-traffic topics include student loan forgiveness, gas prices, stimulus payments, abortion, marijuana legalization, Social Security increase for 2023
- Report on class-action lawsuits, including piece on Capital One data-breach settlement that garnered 1.08 million uniques
- Write and refresh evergreen explainers on travel, shopping, health and more
- Work with audience and social teams to generate story ideas and strategies that leverage Google trending topics

**NBC News** | Correspondent | 2019—2021

- Report on LGBTQ news, entertainment, politics, parenting, health and other issues for NBC News Out
- Break news on celebrity coming out announcements, state and national legislation
- Contribute news stories for the TODAY show website
- Discuss 2020 election on NBC News Now Live, network's streaming 24-hour news service

**New York Post** | Digital Editor | 2019—2020

- Edited and approved copy, headlines, photos, and layout for digital-first stories on NYPost.com
- Curated homepage including main vertical, entertainment, business, sports, metro and media channels
- Sent out push alerts and shared articles with Apple News, MSN and other content partners
- Analyzed ChartBeat and other analytics for best-performing stories

**Newsweek** | Senior Editor | 2018—2019

- Assigned and edited articles for legacy news site with more than 40 million UVs per month
- Managed team of four reporters, plus additional freelancers and university fellows
- Oversaw coverage of breaking news, viral stories, health, travel, and lifestyle content
- Assigned, edited and wrote explainers

**Logo TV** | Managing Editor | 2013—2018

- Assigned, edited and approved 20+ stories daily for NewNowNext, Viacom's top-ranked LGBT news site
- Hired and oversaw seven-person team of editors, writers, interns
- Led editorial strategy on tentpole events, including MTV Video Music Awards and 2016 presidential race
- Spearheaded 400% increase in traffic to 3 million unique visitors
- Increased social footprint, including 320% growth on Facebook

## FREELANCE WRITING

**Oprah.com, Daily Mail, The New York Times, Time Out New York, Architectural Digest**

## EDUCATION

**New York University** | *Master of Arts in Journalism*

**University of Maryland, College Park** | *Bachelor of Arts in English and Art History*

## PROFESSIONAL ASSOCIATIONS

**National Gay and Lesbian Journalism Association**, member

**American Society of Magazine Editors**, 2018 judge for National Magazine Awards

## TECHNICAL SKILLS

Google Analytics, ChartBeat, Looker, Tweetdeck, Photoshop, WordPress, HTML, SEO, AP style copyediting