

# NICOLLE MONICO

Editor & Writer

## CONTACT

562.544.1418



nicollemonico@gmail.com

## SKILLS

AP Style  
HTML  
CMS platforms  
Photoshop  
Copy Editing  
SEO  
Digital Media  
Social Media  
Fact-Checking

## ACHIEVEMENTS

### **Best Luxury Travel Blogger**

Named No. 1 Luxury Travel Blogger in  
Nation by readers of *USA Today* &  
10Best (2014)

## EDUCATION

BACHELOR OF ARTS  
Journalism, Biola University 2005

## PROFESSIONAL EXPERIENCE

### **SR. DIGITAL EDITOR**

Pocket Outdoor Media/Competitor: February 2018 – January 2019

- Solely managed Competitor's website and social platforms
- Wrote, edited and published daily SEO-friendly articles on running, training, nutrition and trending news
- Interviewed elite athletes and industry professionals for feature pieces
- Recruited expert freelancers to contribute to site, assigned stories and maintained budgets to adhere to monthly spends
- Managed Competitor's full digital assets
- Assisted with driving online sales in partnership with the sales team
- Established relationships with sports endurance brands to further the Competitor brand in the industry
- Developed marketing strategies to better promote the brand through newsletter sends, sponsored content packages and social media promotion

### **WEB EDITOR**

INTO North America: April 2017 – February 2018

- Managed INTO NA's Content Management System for all websites
- Developed content for digital channels with a focus on studying abroad and higher education
- Created marketing strategies for web content based on Google Analytics
- Researched trends in higher education
- Liaised with clients and internal departments on print marketing collateral
- Edited marketing copy to reflect the company's voice and ensure all content adheres to branding guidelines

### **TRAVEL EDITOR**

JustLuxe: March 2010 – March 2017

- Regulated publishing schedule for submissions from 40 contributors and three in-house editors to ensure timely output
- Integrated current trends and breaking news into travel, lifestyle, fashion, health & beauty and pop culture pieces
- Wrote, edited, collected images and formatted articles in CMS using basic HTML, Photoshop and SEO strategies
- Researched travel trends and developed articles for luxury travel
- Managed social media sites for JustLuxe's 33K followers
- Worked closely with PR departments worldwide
- Developed social media strategies across multiple platforms and tracked performance to determine ongoing tactics and steadily increased brand awareness

### **SALES ASSISTANT**

The San Francisco Chronicle: November 2007 – November 2009

- Serviced advertising accounts generating \$3 million in annual revenue by editing proofs and maintaining personal contact with clients
- Managed advertising materials such as layouts, copy and artwork for Health, Entertainment and Furniture accounts