

# Jennifer Ianni

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Seasoned journalist and editor with extensive experience covering pop culture, celebrity news, lifestyle, and trends across digital and print platforms. Skilled in pitching, reporting, writing, and editing compelling, SEO-driven content that resonates with broad and niche audiences alike.

My bylines span *The Los Angeles Times*, *San Diego Union-Tribune*, *PACIFIC* magazine, *San Diego Magazine*, *ScreenRant*, *TheThings.com*, *TheList.com*, and more. From celebrity interviews and red carpet coverage to entertainment news, dating trends, and cultural commentary, I bring sharp editorial instincts, fast-paced newsroom experience, and a deep understanding of what drives engagement.

## EXPERIENCE

### TheThings.com (A Valnet Property)

- **Deputy Editor**  
**June 2024 – Present**
  - Manages a team of 10 to produce TheThings.com, a reality TV and entertainment site
  - Performs photo outreach, content oversight, hiring, newsletter production, interview outreach, employee training, data analytics, content planning and more

### San Diego Tourism Authority

- **Freelance Writer**  
**Feb. 2023 – Present**
  - Writes about San Diego nightlife and hospitality

### San Diego Magazine

- **Freelance Editor, Charitable Giving Guide 2023**  
**Sept. 2023 – Dec. 2023**
  - Managed the print production of the 2023 Charitable Giving Guide, highlighting charities and organizations in San Diego
- **Acting Managing Editor (contract role)**  
**April 2023 – Sept. 2023**
  - Managed the print production of a monthly regional lifestyle magazine as part of maternity leave cover
  - Sourced photos, conducted interviews, contributed written articles

- Pitched, assigned, edited and wrote stories, entries, lists, headlines, captions, and blurbs

## **The San Diego Union-Tribune**

- **Managing Editor, PACIFIC Magazine**  
**May 2017 – March 2022**

- Managed the print production of the UT's monthly lifestyle magazine, including setting up photo shoots, assigning stories, managing freelance writers and photographers, editing stories, setting deadlines, photo outreach and more
- Managed the website, web presence, social media accounts and email/newsletter blasts for [pacificsandiego.com](http://pacificsandiego.com)
- Contributed to the San Diego Union-Tribune's Night & Day arts section
- Contributed to various monthly magazines and newspapers, like PB Monthly and Point Loma/OB Monthly

- **Contributing Editor, PACIFIC Magazine**  
**June 2016 – May 2017**

- Assigned, edited and posted weekly photo galleries
- Copyedited and proofed pages prior to print
- Reached out to publicists and celebrities on an as-needed basis
- Assisted with event planning

- **Associate Editor, PACIFIC Magazine**  
**Oct. 2015 – June 2016**

- Created and distributed daily email blasts and lead the production of two weekly newsletters (PACIFIC Insider and PACIFIC Weekender)
- Uploaded content to the CMS following SEO best practices
- Promoted editorial content and client materials via Facebook, Twitter, TikTok and Instagram
- Acted as community manager for all PACIFIC social media platforms
- Ran client contests, including prize fulfillment

## **Aesthetic Brand Marketing**

- **Social Media Manager,**  
**Nov. 2014 – Oct. 2015**

- Managed multiple (10+) company and client social media profiles
- Created a monthly content blog calendar for clients. Assigned blog topics and acted as a liaison between client and content writer
- Edited, optimized and posted blogs, and promoted them on social media
- Assisted with monthly marketing initiatives, including creating client Pinterest or Instagram profiles, updating listings and posting audio/podcasts to websites

## **North County Times**

- **Letters Editor**  
**Sept. 2006 – April 2013**

- Organized and edited letters to the editor written by readers of the North County Times/San Diego Union-Tribune
- Researched all factual claims made by writers and checked for accuracy. Fact-checked and edited letters
- Functioned as a member of the web team, which monitored web comments for offensive/libelous material

## **EDUCATION**

Bachelor of Arts in Literature and Writing, emphasis in Writing  
California State University, San Marcos

## **SPECIAL SKILLS AND INTERESTS**

- Proficient with Mac and PC platforms and programs like Basecamp, Asana, AirTable, Discord, proprietary CMS programs (Emaki, P2P), SmartSheet, WordPress, Adobe Creative Suite, Prestige, InCopy, GreenRope, Photo Mechanic, HootSuite, SocialFlow, Picasa, Canva and various social media platforms, including Facebook, Snapchat, YouTube, Twitter, TikTok and Instagram
- Passionate about media, culture and the art of storytelling
- Thrives in a fast-paced, deadline-driven environment