

jennifer ianni

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EDUCATION

Bachelor of Arts in Literature and Writing, emphasis in Writing
California State University, San Marcos
Graduated 2005

EXPERIENCE

Media Relations Manager, Aug. 2022 – present
Alternative Strategies
San Diego, CA

- Manage media relations for a number of local hospitality-driven businesses
- Pitch stories to media in order to garner exposure for clients
- Strategize with clients on successful tactics in order to gain publicity
- Assist in social media management

Managing Editor, October 2015 – March 2022
PACIFIC Magazine (a product of the San Diego Union-Tribune)
San Diego, CA

I have held various editorial roles at PACIFIC magazine and the San Diego Union-Tribune (associate editor, contributing editor and managing editor)

Responsibilities included:

- Contributing to the San Diego Union-Tribune's Night & Day arts section
- Contributing to various monthly magazines and newspapers, like PB Monthly and Point Loma/OB Monthly
- Managing the website, web presence, social media accounts and email/newsletter blasts for pacificsandiego.com
- Creating and distributing daily email blasts and leading the production of two weekly newsletters (PACIFIC Insider and PACIFIC Weekender)
- Uploading content to the website and following SEO best practices
- Promoting editorial content and client materials via Facebook, Twitter and Instagram

- Acting as community manager for all PACIFIC social media platforms
- Running client contests, including prize fulfillment
- Assigning, editing and posting weekly photo galleries
- Copy editing and proofreading pages prior to print
- Participating in weekly editorial meetings
- Reaching out to publicists and celebrities on an as-needed basis
- Assisting with event planning
- Managing the print production of the monthly lifestyle magazine, including setting up photo shoots, assigning stories, managing freelance writers and photographers, editing stories, setting deadlines, photo outreach and more

Social Media Manager, November 2014 – October 2015
Aesthetic Brand Marketing
Carlsbad, CA

- 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

Publications Coordinator, April 2013 – November 2014
General Atomics, San Diego, CA

- Produced technical documents, papers, presentations and scientific articles from electronic documents or handwritten notes. Monitored the process of publication of said documents from initial receipt to submission

Letters Editor, September 2006 – April 2013
North County Times/ San Diego Union-Tribune
Escondido, CA

- Organized and edited letters to the editor written by readers of the North County Times/San Diego Union-Tribune
- Worked on a daily deadline and made sure that letters were printed in a timely manner
- Researched all factual claims made by writers and checked for accuracy. Fact- checked and edited letters
- Wrote headlines
- Functioned as a member of the web team, which monitored web comments for offensive/libelous material
- Selected and submitted editorial cartoons on a daily basis

SPECIAL SKILLS AND INTERESTS

- Possesses strong communication and writing/editing skills
- Proficient with Mac and PC platforms and programs like Basecamp, P2P, WordPress, Adobe Creative Suite, QuarkXPress, LotusNotes, BloxCMS, Prestige, InCopy, GreenRope, Photo Mechanic, Picasa, Canvas and various social media platforms, including Facebook, Snapchat, YouTube, Twitter, TikTok and Instagram
- Proficient with social media management programs like Hootsuite and SocialFlow
- Strong knowledge of and connections in the local dining, hospitality and entertainment scene
- Strong organizational skills
- Passionate about media, culture and the art of storytelling
- Thrives in a fast-paced, deadline-driven environment

*References available upon request.