

## ND MEDINA

New York, NY

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### PROFICIENCIES

AP Style • Project Management in Trello, Monday, Jira, ClickUp • Content Management and SEO Optimization in Strapi, WordPress, Google Trends • ChartBeat • Google Suite • Zoom • Slack

### EXPERIENCE

**Medly Pharmacy**                                      **October 2019 – November 2020**                                      **New York, NY**  
*Content Manager / Senior Copywriter*

- Managed monthly editorial calendar for 12-person team, including planning and strategy for multi-platform content campaigns across company website and social media, in Google Sheets
- Generated long-form blog articles 2 to 4 times weekly for Medly Pharmacy website, including interviews with staff and external partners, in Strapi
- Worked alongside designers to conceive and execute effective digital and direct mail campaigns with integrated written/visual concepts
- Provided copy for internal and external company initiatives across all departments including Marketing and Human Resources

**Energy Aspects**                                      **August 2018 – August 2019**                                      **New York, NY**  
*Copy Editor*

- Copy edited 2 to 6 pieces of technical, energy industry-focused content under daily deadlines for clarity, accuracy, grammar and in-house style
- Updated in-house stylebook and editorial calendar on weekly basis in Google Suite
- Managed and sent out weekly company publications newsletter to approximately 500 U.S. and international employees in Outlook

**Freelance Copywriter**                                      **March 2018 – August 2018**                                      **New York, NY**  
*Mediaplanet (May-August)*

- Edited and packaged 12 to 40 stories per project in AP style across a wide range of topics from construction industry to women in STEM
- Delivered 2 to 4 completed projects weekly under tight deadlines for inserts in national publications such as *Washington Post* and *USA Today*
- Uploaded 12 to 40 articles per project on CMS with SEO-optimized headlines and keywords
- *Express Writers (March-May)*
- Wrote up to 6000 words weekly across multiple pieces of SEO-optimized content for diverse clients from car garage blog to laptop warehouse

**Newsweek Media Group**                                      **March 2015 – April 2018**                                      **New York, NY**  
*Culture Reporter / Copy Editor*

- Wrote 20 to 30 articles weekly on current anime, gaming, TV and movie news, including interviews, live industry event coverage, and breaking news stories
- Achieved individual traffic from 700k to 1m UV monthly/23k to 50k UV daily
- Edited 100 to 200 articles weekly in AP style
- Reviewed SEO strategy for content produced to ensure maximum traffic per article measured in Chartbeat
- Assisted team of 6 writers in developing and honing 5 to 10 longform pieces weekly

**UNIQLO**

**Sept 2011 – Mar 2015**

**New York, NY**

*Training Supervisor*

- Managed daily schedules and workflow for more than 30 employees
- Created and executed new hire training program for flagship retail location including HR materials and manuals
- Assisted talent management team with candidate recruitment by creating concise, straightforward job postings
- Screened hundreds of ATS applications and conducted initial phone screening to identify potential hires and schedule follow-up interviews with additional staff as needed

**EDUCATION**

**Haverford College**

**Sept 2005 – May 2009**

**Haverford, PA**

Bachelor of Arts, East Asian Studies (Japanese concentration)