

CARRIE S. S. SMITH

carriestavolasmith@gmail.com • 240-676-1596

SUMMARY

Content professional and storyteller with 5+ years of experience developing editorial programs, multimedia content, and audience-driven strategy across digital and print platforms. Proven ability to build content frameworks, manage cross-functional workflows, and translate complex subject matter into compelling narratives that grow audiences.

PROFESSIONAL EXPERIENCE

Associate Editor, Digital Content Lead

Denver, CO

Society for Mining, Metallurgy and Exploration

07/2024 – Present

- Develops and executes a multi-channel content strategy spanning daily news, 2 monthly feature articles, and 2 weekly social media posts across mining, mineral, and global commodity topics
- Leads content operations for a monthly magazine, quarterly publication, and bi-monthly technical journal, managing editorial calendars, production timelines, and cross-platform distribution
- Spearheads a weekly audio news series translating industry developments for broader audiences, growing website viewership by 100%, and acquiring 20,000 new users
- Attends 5 industry conferences and field sites annually to source content and build subject matter relationships
- Manages editorial workflows for a team of 25–75 technical contributors using Springer Editorial Manager

Content Writer and Editor

Remote: Los Angeles, CA

The Fox Magazine

01/2022 – 07/2024

- Pitched and produced 5 weekly articles across lifestyle, entertainment, culture, and travel sections via WordPress
- Implemented SEO content strategy using targeted keywords, metadata optimization, and tagging, driving a 40% increase in organic traffic
- Led over 50 interviews with artists, entrepreneurs, and professionals in-person, via email, phone, and video call
- Developed and managed editorial calendar, organizing content by topic, section, key dates, and audience segments
- Managed and assigned targeted content to freelancers to maintain publishing volume and editorial standards

Executive Assistant, Content Development

Rockville, MD

Hammer Design Build Remodel

06/2022 – 02/2024

- Managed lead intake via Zendesk Sell (CMS): spoke to 15+ clients per week, filtering inquiries and converting deals
- Produced 3 monthly case studies to showcase completed home renovation projects and create brand storytelling
- Created and published 3+ weekly photo and short-form video posts for social media (Facebook and Instagram)
- Assisted creative director by scheduling meetings, coordinating with staff, and overseeing client communication
- Directed home remodel photo and video shoots, client and staff interviews, and team-bonding events

Writer, Reporter

Remote: Alexandria, VA

World Future Fund

06/2021 – 06/2022

- Pitched, wrote, and edited 5+ news articles per week to highlight important social and political issues
- Monitored and researched current events for newsworthy topics
- Curated and produced newsletter content translating complex industry developments into reader-friendly updates
- Attended weekly check-ins with the editor to review digital content

SKILLS

Skills: Content strategy, editorial planning, copywriting, copy editing, SEO/AEO/GEO, audience development, content creation, social media strategy, AP style, interviewing, fact-checking, photography, video production, storytelling

Tools: WordPress, Google Suite, Adobe Creative Cloud (Premiere Pro, InDesign, Lightroom, Photoshop), Microsoft Office (Excel, Word, PowerPoint), Zendesk Sell, Google Analytics, CMS

EDUCATION

University of Massachusetts, Amherst

Amherst, MA

Bachelor of Arts in Journalism, minor in Environmental Science

2017 – 2021

Contributing Writer for the *AmherstWire* from 2019–2021

Dean's List