

CARRIE S. S. SMITH

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SUMMARY

Journalist with 5+ years of experience crafting compelling, SEO-driven content that increases engagement, traffic, and lead generation. Skilled in reporting, editing, and multi-media production with a proven record of optimizing digital platforms and leading editorial initiatives. Effective communicator with strong relationship-building skills and a passion for impactful storytelling.

PROFESSIONAL EXPERIENCE

Associate Editor

Society for Mining, Metallurgy and Exploration

Denver, CO

07/2025 – Present

- Publishes daily news content, writes 2 feature articles per month, and creates 2 weekly social media posts on mining, mineral, tunneling, and global commodity topics
- Edits print and digital content for monthly publication, quarterly publication, and bi-monthly technical journal
- Produces weekly recurring news audio recap series on the latest developments in the mining/mineral industry, increasing website engagement by 20%
- Travels to 3-5 conferences annually to report on events and strengthen relationships
- Manages an editorial team of 25-75 technical editors using Personify and Springer Editorial Manager

Freelance Writer/Editor

The Fox Magazine

Remote: Los Angeles, CA

01/2022 – 07/2024

- Wrote and published 5 articles per week via WordPress for lifestyle, entertainment, culture, and travel sections
- Utilized SEO within focus keywords, article descriptions, and tags to gain more site traffic
- Led over 50 interviews with artists, entrepreneurs, and professionals in-person, via email, phone, and video call
- Pitched and organized articles digitally by topic, section, and relevant key editorial dates
- Managed and assigned articles to freelancers to ensure a steady flow of monthly content

Executive Assistant, Content Development

Hammer Design Build Remodel

Rockville, MD

06/2022 – 02/2024

- Managed lead intake via Zendesk Sell: spoke to over 15 clients per week, filtering inquiries and converting deals
- Wrote 3 monthly case studies via WordPress regarding recent home renovations
- Edited 3-5 weekly photos and short-form videos for Facebook and Instagram
- Assisted the 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

World Future Fund

Remote– Alexandria, VA

06/2021 – 06/2022

- Pitched, wrote, and edited news articles to highlight important social and political issues
- Conducted research on current events to ensure quality news capture and writing
- Curated audios and videos for our digital website to increase viewership
- Attended weekly check-ins with the editor to review digital content

SKILLS

Technical: News writing, copywriting, editing, news gathering, SEO/AEO/GEO, photography, video production

Techniques: content development, content strategy, social media marketing, interviewing, research

Tools: WordPress, Google Suite, Adobe Creative Suite, Microsoft Office, Zendesk Sell, Google Analytics

EDUCATION

University of Massachusetts, Amherst

Amherst, MA

Bachelor of Arts in Journalism, minor in Environmental Science

2017 – 2021

Contributing Writer for the *AmherstWire* from 2018–2021

Honors, Dean's List