

Stacia Datskovska

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TOP FREELANCE BYLINES

Business Insider (the most searched person on Twitter 3/9-3/14, 2023, which prompted a Buzzfeed interview and incited a global, viral conversation in the form of millions of comments/retweets/response pieces); Boston Globe (appeared in print; bired to produce a follow-up TikTok); Baltimore Sun (appeared in print); USA Today (22,783+ shares; reprinted in Nederlands Dagblad); Teen Vogue (bired to produce a follow-up TikTok); Apartment Therapy (gets a repeated boost of engagement each month); GRAMMY.com; The Independent; HuffPost; Bustle; Brooklyn Magazine; InsideHook; StyleCaster; LGBTQ Nation; and more

CORE AREAS OF STRENGTH

Cross-platform digital communications; web-design; ability to quickly learn and adhere to in-house style standards; intimate knowledge of AP Style standards; reporting (quick-turnaround news and in-depth features); editorial judgment; SEO best practices; pitching; research; trend-spotting; source/expert interviews; innovative storytelling formats; social media strategy/social copy; copy editing/proofreading; newsletter writing; CMS; Microsoft/Google/Adobe Creative Suites; multimedia (photography, videography, podcasts, graphic design, etc.); audience engagement analytics; e-commerce/branded content; PR/media relations

Languages: English - native; Russian - fluent; Ukrainian - intermediate; Italian/Spanish - beginner

JOURNALISM/COMMUNICATIONS EXPERIENCE (REFERENCES AVAILABLE UPON REQUEST)

ELLE DECOR

New York, NY (hybrid); June 2024-present

Assistant Digital Editor

- Penning whip-smart, trend-aware, and well-read home/interior design stories for the site on a daily basis, which exceed editorial calendar targets established by my deputy editor, Anna Fixsen
- Juggling all weekly assignments— from “bigger lift” articles to quick news hits— in a responsible, organized, and effective way that is praised by higher-ups
- Consistently ensuring my copy is as pristine as can be and needs limited tweaks/edits, in addition to carrying out my own fact-checking
- Employing sharp visual/photo research skills to “pull” relevant imagery for any given story, sourcing from PR reps, the ELLE DECOR archive, or Getty
- Independently pitching trendy, engaging coverage that might be of interest to deputy editor and then producing such news story rapidly and accurately
- Carrying out multiple interviews— with ELLE DECOR’s A-List roster of world-renowned designers/architects, celebrities (like Joanna Gaines recently), as well as industry leaders I’ve found and contacted on my own time— to ensure each piece is quote-rich and thus boosts the publication’s “authority” on Google
- Leveraging SEO best practices (inline linking, content updates, keyword optimization, tagging, and more) in stories assigned by the Hearst-wide SEO team
- Doing thorough, multiday tests of products in the home space and integrating the takeaways in top-performing, high-word-count reviews
- Regularly attending highly publicized events in the NYC design world (gallery openings, hotel launches, product demos, and more) and thinking up/executing creative ways to feature them on the site that will drive traffic and look attractive on socials
- Writing ten or more monthly captions for ELLE DECOR’s Instagram page (4.4 million followers and counting) that are as witty and conversational as they are replete with design terminology and reported information

MASHABLE

New York, NY (remote); May-December 2023

Editorial E-Commerce Intern

- Spearheaded multiple editorial projects which ranked at the top of Mashable SEO/audience engagement charts for 3-4 weeks after publication and were republished by platforms like IG/TikTok
- Wrote 4-5 rigorously researched, data-driven commerce stories on a daily basis (including roundups of best deals/products, in-depth reviews of tech items, gift guides, one-product deals posts, etc.), adhering to in-house/AP Style standards and building the articles in CMS from start to finish
- Cultivated a style that made technical jargon/product specs sound accessible to the common reader
- Utilized analytics tools like MarketMuse and Chartbeat to track the performance of my content and make recommendations for the long-term direction of Mashable’s broader commerce offerings
- Regularly employed SEO best practices to update existing articles on the site
- Produced clean, sharp copy on quick-turnaround deadlines during commerce tentpole events like Prime Day, Black Friday, and more
- Carried out thorough, sometimes months-long tests of tech products like e-readers, stationary bikes, soundbars, and earphones, subsequently writing traffic-driving reviews on the items
- Developed a burgeoning network of PR connections to arrange product acquisition and infuse my content with the most up-to-date info
- *Note:* my high-impact, high quality performance as an intern led to the extension of my initial internship term by editor Jae Thomas

VARIOUS TOP OUTLETS (LOCAL, NATIONAL, GLOBAL; PRINT AND DIGITAL)

New York, NY (remote); August 2019-present

Freelance Journalist

- Since August 2019 (the date of my first major publication, in USA Today), regularly pitch and get commissioned in outlets big and small, outside of my full-time responsibilities at ELLE DECOR
- Supplement my writing with visual assets supplied by PR reps and effortlessly align content with each publication’s tone/style
- Consistently pitched coverage of under-the-radar musicians and on-the-rise talent (such as JP Saxe, Chelsea Cutler, James Smith, Victoria Canal, and Jake Wesley Rogers) to 1883 Magazine editor while freelancing there from August to October 2023, utilizing keen trend-spotting abilities on social media
- Expertly conducted interviews with talent and subsequently wrote resonant, conversation-driving profiles for the aforementioned magazine
- Currently curate and write Thrillist NYC Weekend Guide column on an as-needed basis, by personal editor invitation
- Carry out in-depth research on NYC’s culinary scene and cultural happenings to make said column relevant and timely

ADDITIONAL EXPERIENCE

Reporting/Communications: Lifestyle reporter at Daily Express US, Central + Eastern Europe politics reporter at IR Insider (NYU’s premiere international relations publication), arts + culture reporter at Affinity Magazine, editor and head of newsletter outreach at Teen Insider Magazine, editorial intern at News-O-Matic, Demographics of Voice intern at The OpEd Project **Social Media:** Intern at Global Co Lab non-profit **Multimedia:** Podcast creator and host (Slow City Living and The Queer Lexicon - all podcast platforms)

EDUCATION

NEW YORK UNIVERSITY

New York, NY; September 2021-December 2023

Bachelor of Journalism and International Relations; GPA: 3.88/4 (magna cum laude)

- Graduated at 20 years old, in two years and three months. Dean’s List, Hearst Journalism Awards Top 20 in the Profile Writing category, University Honors Scholar (placed in the top 40% of graduating baccalaureate students at NYU), Founders Day Award (top-ranking baccalaureate graduate)