

Jenna Valdespino

EXPERIENCE:

+ Viator, a TripAdvisor company – San Francisco, CA

December 2017–present

Content Marketing Manager

- + Leading a global team of writers and editors to create destination content, social media influencer assets, blog content, and other marketing materials for Viator and TripAdvisor while sticking to a designated production budget and ensuring editorial tone, messaging, SEO value, and positioning
- + Using data to influence content strategy that ensures customer engagement and brand consistency
- + Evaluating content impact by measuring engagement- and conversion-based results against desired outcomes

+ Viator, a TripAdvisor company – San Francisco, CA

November 2015–December 2017

Managing Editor, Attractions

- + Planning, developing, and editing content about attractions and destinations around the world
- + Managing global freelance writers and a production budget for writing, photos, and web construction

+ 7x7.com; U.S. News & World Report; Via magazine; The Muse; others

April 2014–present

Freelance writer, researcher, and photographer

+ Viator, a TripAdvisor company – San Francisco, CA

March 2014–November 2015

Destination Content Coordinator

- + Responsible for producing and launching all new countries, regions, and cities on Viator.com
- + Coordinating with marketing team to merchandize products through brand messaging and increase traffic

+ *Via* magazine – Emeryville, CA

June 2013–February 2014

Editorial Assistant

- + Thoroughly fact-checked and copyedited cover stories, features, front-of-book pieces, and web exclusives
- + Wrote front-of-book pieces, timely event features, and travel sidebars

+ *Diablo* magazine – Walnut Creek, CA

May–August 2012

Editorial Intern

- + Fact-checked all sections of monthly print edition
- + Conducted research for features
- + Wrote news-features for diablomag.com
- + Pitched and wrote for print publication

SKILLS & TOOLS:

+ Associated Press style, Chicago Manual of Style, Salesforce, Microsoft Excel, Adobe Analytics/Omniture, Google AdWords, Adobe InDesign, Adobe Photoshop, Drupal, WordPress, basic HTML and CSS, HootSuite, Atlassian JIRA

EDUCATION:

California State University, Chico

Bachelor of Arts in journalism with distinction as the top news journalism graduate

- + Minors in English and environmental studies

UC Berkeley Extension (2016–2018)

Professional Sequence in Editing

- + Courses include Grammar, Mechanics and Usage for Editors; Copyediting; and Substantive Editing