



EMILY RELLA



ABOUT ME

- (860) 938-0589
- EmilyRella@gmail.com
- [linkedin.com/in/emily-rella](https://www.linkedin.com/in/emily-rella)
- [yahoo.com/author/emily-rella](https://www.yahoo.com/author/emily-rella)
- 3 Bayberry Hill Road
Ridgefield, CT 06877



HIGHLIGHTS

- ✓ Editor & proofreader
- ✓ Strong writing skills
- ✓ 1:1 interviewer
- ✓ Project management
- ✓ Social media management
- ✓ Creatively driven
- ✓ Detail-oriented
- ✓ Interpersonal skills
- ✓ Strong analytical skills
- ✓ Critical thinker
- ✓ Strong multi-tasker



EDUCATION

BA English, Minor: Theology, History | May 2015
Boston College of Arts and Sciences | Chestnut Hill, MA



TECHNICAL SKILLS

- ✓ AMP; MAW; Omniture; SEO
- ✓ Skimlinks; Hootsuite;
- ✓ Adobe Photoshop + Editor;
- ✓ Gravity; DLUG



REFERENCES

Available upon request



PROFILE

Highly resourceful, dedicated Writer and Editor with a B.A. in English; Equipped with strong eye for detail and outstanding proficiency in following editorial guidelines, conceptualizing unique and engaging article ideas and seeing them through to completion; Detail-oriented, organized and skilled in creating unique content, proofreading posts and correcting grammar/spelling mistakes; Seasoned interviewer comfortable with talent across various industries and focus areas; Social media expert with proficiency in using appropriate keywords for SEO and brand messaging; Capable of performing extensive research to create informative, industry specific, and relevant content.



PROFESSIONAL EXPERIENCE

VERIZON MEDIA

2016 - Present

Entertainment Editor

AOL; Verizon Media, New York, NY | Jan. 2016 - Present

- Manage the AOL Entertainment page; program and oversee layout for AOL Entertainment homepage on desktop and mobile
- Pitch, write and edit original articles across Verizon Media properties, including AOL Entertainment, AOL Lifestyle and Yahoo Life
- Conduct 1:1 interviews with celebrities, influencers and CEOs to be used for feature stories and social posts
- Promote, program and prioritize partner content for AOL and Yahoo homepages
- Track, manage and analyze AOL data and analytics with focus on SEO, organic referrals/unique viewers and overall content views

Social Editor

AOL Finance; Verizon Media, New York, NY | Jan. 2016 – Aug. 2017

- Managed AOL Finance Facebook and Twitter pages; programmed AOL Finance newsletter daily
- Pitched, wrote and edited original articles on AOL Finance with a focus on Business and Personal Finance
- Increased off-platform video initiatives via CPC and traffic exchange partnerships with both external and in-network companies
- Conducted 1:1 interview via Facebook Live; transcribed interviews to use for article content
- Cross-promoted applicable content across AOL social channels including Entertainment, News, and Lifestyle

Editor/Digital Strategist

Detox to Rehab, Scottsdale, AZ

Aug. 2015 – Feb. 2016

- Created, wrote and executed social media campaigns and strategies for start-up website
- Developed brand image and digital presence in 3 months
- Edited and wrote press releases surrounding launch of website and new social-first initiatives
- Analyzed SEO and social data through Moz
- Scheduled social posts through Hootsuite
- Transcribed and wrote feature pieces on feature interview series "True Stories of Addiction"

Editor

College Fashionista

May. 2013 – Apr. 2014

- Edited articles from ten different universities across the country, with 1-4 different writers per school
- Utilized WordPress to schedule posts and edit content, including keyword research and tags
- Developed one-on-one relationships with writers and helped them to channel in on their specific voice and writing style
- Created and executed a feature piece 1x/week by interviewing a Fashionista on campus