

BERNADETTE GIACOMAZZO

CONTACT

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SKILLS

- VegasPro video editing software
- Adobe Creative Suite (including Photoshop & Lightbox)
- Salesforce, Basecamp, Asana, Trello
- Facebook, Twitter/X, and Instagram marketing
- Microsoft Word, Excel, PowerPoint, and nearly all other PC-based programs
- WordPress, Drupal, Joomla, and other CMS
- SEO, SEM, and other digital marketing techniques
- Strategic Content Planning
- Associated Press Style
- Chicago Style

LANGUAGES

Italian

Native or Bilingual

English

Native or Bilingual

Spanish

Full Professional

PROFESSIONAL SUMMARY

Bernadette Giacomazzo is a Harvard-certified editor, writer, photographer, and publicist with a 25-year career in the entertainment industry. Bernadette's work has been featured in publications like People, Teen Vogue, BET, HipHopDX, XXL Magazine, The Source, Vibe, and The Los Angeles Times. As the CEO of G-Force Marketing & Publicity, Bernadette's company has secured prestigious placements for clients in film, television, radio, and print worldwide. Bernadette has also authored The Uprising fiction series, and published "In Living Color: A Cultural History" and "The Golden Girls: A Cultural History" on Rowman & Littlefield Press. In February 2025, Bernadette will release "Law & Order: A Cultural History" on Rowman & Littlefield, followed by "Hail to the Queen Bey: A Collection of Essays Celebrating Beyoncé" in July 2025 through FMP Press. For more information about Bernadette Giacomazzo's work, please visit www.bernadettegiacomazzo.com or find Bernadette on Wikipedia.

WORK HISTORY

Journalist, 03/2024 to Current

The Grammy Awards - New York, NY

- Contributor to Grammy.com, the official website of The Recording Academy & The Grammy Awards.
- Reviewed final works to spot and correct errors in punctuation, grammar, and translation.
- Proved successful working within tight deadlines and a fast-paced environment.
- Collaborated with editors to create compelling content.

Journalist, 03/2024 to Current

Wealth Of Geeks - New York, NY

- Enhanced publication's reputation by consistently delivering high-quality, well-researched articles on various topics.
- Collaborated with editors to refine article content, ensuring clarity and accuracy while adhering to strict deadlines.
- Edited, proofread and fact-checked content for accuracy.
- Utilized SEO principles to optimize content for search engine rankings.
- Wrote business and personal finance pieces and news stories for online publication, coordinating images and layout to deliver proper presentation.

Journalist, 03/2024 to Current

RetailWire - New York, NY

- Wrote, edited and produced business stories for Internet and digital channels.

- Researched and gathered information to develop accurate and credible stories.
- Collaborated with editors and other journalists to create compelling content.
- Utilized social media to engage readers and promote content.
- Refined storytelling skills through attendance at industry conferences and workshops focused on journalism best practices.

Journalist, 04/2018 to 06/2024

HipHopDX / Warner Music Group

- Looked for industry trends on social media and through online sources.
- Wrote pieces and news stories for online publication, coordinating images and layout to deliver proper presentation.
- Researched and gathered information to develop accurate and credible stories.
- Developed story ideas and conducted interviews with industry experts and celebrities.
- Cultivated strong relationships with sources and other contacts to support leads and story development.

Senior Editor, Temporary, 12/2023 to 02/2024

Long Island Herald

- Developed new strategies to improve editorial processes and procedures
- Conducted research as needed to support publication activities
- Recommended enhancements to articles for optimum readership
- Managed multiple writing and editing assignments in a dynamic environment within stated timelines.
- Managed team of writers and junior editors to deliver accurate and engaging content.
- Guided and motivated staff to achieve demanding targets under tight deadlines.

Senior News Reporter, 08/2023 to 12/2023

Daily Express / Reach PLC

- Wrote, edited, and produced stories for a variety of platforms, including the web and digital media
- Organized materials, decided on a focus area, and wrote stories using the editorial style and format guidelines
- Conducted research and double-checked all facts to maintain a high standard of journalistic integrity.

Senior SEO Specialist, 12/2020 to 03/2023

Blavity

- Discovered trends by analyzing competitor activities
- Collaborated with content contributors to develop optimization strategies
- Kept track of website analytics and presented the results to upper management
- Single-handedly developed and executed an SEO-first plan that was implemented across all five (5) Blavity properties (21Ninety, AfroTech, TravelNoire, Shadow & Act, and Blavity News)
- This resulted in an increase in traffic to all sites by more than 300 percent.

Freelance Writer & Editor, 06/2020 to 02/2023

AllThatsInteresting.com

- Created attention-getting story headlines and summaries

- Inspired employees to complete difficult tasks on time in order to meet tight deadlines
- Evaluated reporter stories, shaped content, and assisted in improving overall work quality through careful review, detailed editing, and constructive feedback
- Decided whether or not trending & news pieces were ready for publication and gave final approval.

SEO Writer, 05/2021 to 03/2022

Endgame360, Inc.

- Placed a high value on punctuality and worked hard to maintain an excellent attendance record, consistently arriving at work ready to work right away
- Double-checked the data's accuracy and integrity
- Averaged between 2,500,000 and 3,000,000 UVs on stories per month
- Consistently ranked in the Top 10 of all writers, month-over-month, in terms of traffic
- Created unique content pillars that continue to establish the site's domain authority to this day.

Journalist, 04/2019 to 04/2021

YourTango Experts

- Wrote articles and news stories for online publication, coordinating images and layout to ensure a professional appearance
- Conducted research and double-checked all facts to maintain a high standard of journalistic integrity
- Met and exceeded all traffic goals, and often achieved the top traffic statistics in the company
- Mentored other writers to help them develop their SEO-first skill set.

News Editor, 01/2005 to 04/2021

GO! NYC Magazine

- Oversaw layout design and collaborated with production team members to produce a new monthly publication
- Pitched stories, storyboarded plans, and delegated writing to different reporters weekly
- Used clear, concise, and compelling writing to simplify topics like healthcare, energy, government, and technology
- Expanded the subject matter of the niche publication by developing streamlined brainstorming and storyboarding processes.

Staff Photographer, 01/2004 to 04/2021

Splash News - New York Office

- Set up photographic measurements and control equipment with precision
- Secured photo placements in high-profile publications
- Traveled nationally and internationally to cover concerts, red carpet events, and premieres.

Journalist, 01/2016 to 07/2018

The Inquisitr

- Wrote, edited, and produced stories for a variety of platforms, including the web and digital media
- Organized materials, decided on a focus area, and wrote stories using the editorial style and format guidelines
- Averaged between 125,000 and 150,000 UVs on each story per week.

Journalist, 11/2017 to 04/2018

Northstar Travel Group

- Wrote, edited, and produced stories for a variety of platforms, including the web and digital media
- Wrote articles and news stories for online publication, coordinating images and layout to ensure a professional appearance
- Helped develop a then-fledgling brand
- Talked with key decision-makers and influencers to shape the editorial calendar.

Journalist, 12/2016 to 05/2017

Fansided / Time, Inc.

- Successfully contributed to several brand properties, including FanSided, Culturess, Rhyme Junkie, & Redshirts Always Die
- Conducted research and double-checked all facts to maintain a high standard of journalistic integrity
- Used my knowledge of public opinion, social media, and traditional media to create engaging and attention-grabbing stories
- Stories frequently syndicated to Fox Sports; subject matter included Serena Williams, Ric Flair, and Goldberg.

Contributing Editor, 10/2012 to 01/2014

Moguldom Media Group

- Implemented SEO-based testing features to use on the final product
- Brainstormed content ideas for a variety of journalism formats, including advertising articles, press releases, and breaking news
- Worked with the editor-in-chief to coordinate trending content and topics.

Eye Candy Editor, 07/2012 to 10/2013

XXL Magazine

- Researched, developed, and pitched stories that reflected XXL's distinct sensibilities
- Determined whether written pieces were ready for publication, made changes, and approved final versions for publication
- Secured interviews with some of the biggest names in the hip-hop industry & turned exclusive stories into viral trending topics
- Rebranded the Eye Candy section of the magazine to be more inclusive, celebrity-driven, & meeting modern commercial standards.

Executive Editor, 07/2009 to 10/2012

LatinTRENDS

- Hired, trained, and directed twenty employees on a daily basis
- Created an editorial calendar and collaborate with editors on the finalization of specific stories and interviews
- Oversaw the content creation for a daily newspaper with a team of ten staff writers
- Collaborated with graphic artists, post-production team members, and other experts to create captivating and successful content
- Oversaw a pipeline for acquiring editorial talent in order to build a diverse editorial team across multiple markets
- Secured several blue-chip sponsors and advertisers for the bilingual print magazine
- Secured celebrity talent for the covers of the magazine, including Jennifer Lopez, Victor Cruz, Jon Huertas, Enrique Iglesias, and Aventura.

EDUCATION

Certificate : American Government: Constitutional Foundations,
06/2023
Harvard University

Certificate : U.S. Public Policy: Social, Economic, & Foreign Policies,
06/2023
Harvard University

Certificate : Foundations of Project Management, 03/2022
University of California, Davis

Certificate : Introduction to Google SEO, 03/2022
University of California, Davis

Certificate, 03/2019
Climate Reality Leadership Corps - Atlanta
Trained under the Climate Reality Leadership Corps Chairman, Vice President Al Gore

Master of Arts : Humanities, 01/2002
Hofstra University
Honors: Summa cum laude

Bachelor of Science : Biology, 01/1999
Duquesne University
Honors: Cum laude

Bachelor of Arts : Classics, 01/1999
Duquesne University
Honors: Cum laude