

Jessica Friedlander

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Experience

Boredom Therapy • New York, NY **Associate Managing Editor**

2016–2018
2017–2018

- Directed team of seven editors and writers to publish editorial content for more than two million daily users.
- Pitched and edited 50+ trending stories, videos, and slideshow galleries per week.
- Analyzed site metrics and collaborated with content strategy, advertising, partnerships, and development teams to create new verticals, improve search engine optimization, and boost pageviews per session by 27.3% in six months.
- Led eight department managers in proposing improvements to company's operations, communication, and culture.

Editor

2016–2017

- Pitched, produced, wrote, and edited 100 trending stories, videos, and slideshow galleries per week.
- Developed company's official editorial style guide to establish and strengthen company branding.

Hudson Valley Magazine • Poughkeepsie, NY **Digital Editor**

2008–2016
2012–2016

- Directed launch of first responsive website; analyzed statistics and developed strategies to improve user experience.
- Managed, produced, and edited all site content, including blogs, contests, events calendar, photo galleries, and videos.
- Implemented effective Search Engine Optimization (SEO) techniques to increase site pageviews by 200% in first year.
- Collaborated with sales team to produce successful monthly sponsored content campaigns for advertisers and partners, including popular Apple Picking Guide, which generated 50,000 views in two months and was linked by *Buzzfeed.com*.
- Launched company's digital internship program; recruited, trained, and managed interns, freelance writers, and bloggers.

E-Newsletter Editor

2009–2016

- Designed, produced, and edited weekly and monthly newsletters for 30,000 cumulative subscribers.
- Redesigned Hudson Valley Today weekly newsletter to improve referral traffic by 398% in one year.
- Managed contact lists and provided technical support for subscribers; incorporated feedback to improve content.

Social Media Manager

2008–2016

- Launched Facebook, Twitter, Pinterest, Instagram, YouTube, and LinkedIn accounts for 60,000+ cumulative followers.
- Leveraged strategic, engaging social media posts to increase social traffic referral rates by 64% over one year.
- Developed strategies for parent company's four publications to boost collective Facebook likes by 220% in three years.

Assistant Editor

2008–2012

- Pitched, wrote, and edited monthly articles for print magazine; executed copyediting and fact-checking tasks daily.
- Collaborated with Creative Director and conceptualized, wrote, edited, styled, and modeled in fashion features.

Skills

Adobe CS (InCopy, InDesign, Photoshop), MS Office (Excel, Outlook, PowerPoint, Word), CMS (Rivista, WordPress), E-Marketing (Constant Contact, ExactTarget), Google Analytics, Tableau, HTML, SEO, AP/Chicago Style, Mac OS, Windows

Education & Activities

B.A. English (Writing), B.A. Fine Arts (Painting) • Marist College • Poughkeepsie, NY

Marshlands Conservancy volunteer • Marist College guest lecturer (PR Writing Tools, News Editing) • Marist College Summer Writing Institute • English Honors Society • Literary Arts Society • Hudson Valley Scholarship Recipient & Speaker