

# ORLI SANTO

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Narrative journalist and content manager with 15+ years across community media, foundation publishing, and survivor storytelling. Currently ghostwriting *Star Tales: The Big Book for Survivors of Toxic Abusive Relationships* and leading content strategy on CPTSD and ACEs recovery for STAR Network; also writes *The Week in Brooklyn* and family-focused neighborhood guides for Brooklyn Bridge Parents. Earlier work spans local reporting for *The New York Jewish Week*, bilingual coverage of the Israeli-American community at YNET.US, and a decade of print design across magazines and weeklies.

## EDITORIAL & JOURNALISM

### **Staff Writer & Editorial Contributor** | *Brooklyn Bridge Parents*

2026 – Present

- Author “The Week in Brooklyn,” the publication’s weekly news roundup covering schools, City Hall, transit, real estate, openings and closings, events, sports, and Brooklyn family color.
- Research, write, and maintain seasonal neighborhood guides — outdoor movies, sprinklers and splash pads, urgent cares, family-friendly bagel and restaurant roundups, and summer activity slates.
- Coordinate weekly with the editor on story selection, editorial calendar, photo policy, and tone; produce posts directly in WordPress under the publication’s house style.
- Verify sources across NYC government, neighborhood news, and event partners; calibrate hyper-local family relevance against city-wide context.

### **Content Manager (Content Strategy & Production)** | *STAR Network*

2026 – Present

- Lead editorial strategy for a national nonprofit focused on toxic relationships, CPTSD, and ACEs recovery.
- Developing content calendar, newsletters, and onboarding explainers across multiple audience segments.
- Coordinating with the executive team, social media manager, and global chapter partners.
- Author white papers and longform research deliverables on Toxic Abusive Relationships, CPTSD, and ACEs recovery.
- Help develop new programs and member-facing initiatives across the foundation’s worldwide network.
- Ghostwrite *Star Tales: The Big Book for Survivors of Toxic Abusive Relationships* (currently in pre-order, to be released on October 10).

### **Freelance Writer** | *ClearVoice (Content Marketing Platform)*

2024 – 2025

- Produced blog posts and web copy for brands through a managed content marketplace connecting vetted freelancers with enterprise clients.
- Worked within structured editorial workflows including briefs, style guides, and revision cycles.

### **Staff Writer & Israeli-American Correspondent** | *The New York Jewish Week (via JTA)*

2014 – 2020

- Covered community affairs, immigration, arts, and culture for the tristate area’s largest Jewish weekly.
- Wrote weekly Arts & Events section; managed editorial deadlines across print and digital editions.
- Published features in *Vice News*, *The Daily Beast*, *JTA*, *972 Magazine*, and *BroadwayStars*.

## **Staff Writer & Graphic Designer** | *YNET.US (Yediot America)*

2008 – 2013

- Dual role: wrote local news section and handled ad design, copywriting, and full-page layout.
- Served Israeli-American community with hyper-local coverage in both Hebrew and English.

## **Creative Manager** | *Community Magazine*

2007 – 2009

- Led design, layout, and print production for a monthly magazine serving Brooklyn's Sephardi community.
- Managed a small team (intern + assistant); responsible for ad design and production pipeline.

## **CHILDCARE & FAMILY EXPERIENCE**

### **Art Camp Manager** | *Self-Organized, Brooklyn*

2022 – 2024

- Produced weekly summer and spring break art camps (4 days/week) for children ages 5–10.
- Led field trips to museums and galleries; facilitated drawing, painting, sculpting, photography, and video editing.
- Managed parent communication, logistics, meals, and daily scheduling.

### **Learning Pod Host** | *Brooklyn*

March 2020 – September 2021

- Hosted and supervised 4–8 children (ages 3–6) daily during remote learning.
- Facilitated extracurricular activities: arts and crafts, baking, science experiments, park outings.
- Coordinated with parents and school teachers to support children's academic progress.

### **Babysitter & Mother's Helper** | *Brooklyn*

2021 – Present

- Ongoing childcare for children ages 6 months–10 years across multiple Brooklyn families.
- Assisted with newborn care, school routines, drop-offs/pick-ups, and household management.

## **SKILLS & TOOLS**

**Publishing:** WordPress, Shorthand (immersive longform), Squarespace, Medium, ClearVoice, Journo Portfolio, editorial calendar management, newsletter production, CMS filing across major outlets (JTA, Times of Israel, Daily Beast)

**Design:** Midjourney, Adobe Photoshop, Illustrator, InDesign, Canva, print production and full-page layout, logo design, web image optimization

**Media:** Original photography and photojournalism, iMovie, Adobe Premiere Rush, Clipchamp, video editing and production

**Languages:** English (native), Hebrew (native)

## **EDUCATION**

**BA in Fine Arts** – The Israeli Academy for Arts and Design, 2005