

ORLI SANTO

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Narrative journalist, editor, and Brooklyn parent with 15+ years in community-oriented digital and print media. Experienced in editorial planning, hyper-local reporting, WordPress publishing, and graphic design.
Mother of two school-age boys in Brooklyn

EDITORIAL & JOURNALISM

Editor (Content Strategy & Production) | STAR Network

2025 – 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.

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.

SKILLS & TOOLS

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

Design: 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

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.