

# Sanestina Hunter

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## PROFESSIONAL EXPERIENCE

### Editorial Writer

Feb. 2024 - Aug. 2024

Crain Communications (*Staffing Industry Analysts*) | Remote

- Report, write, and edit news on staffing trends, business, M&A, and finance using SEO in Drupal and WordPress.
- Contribute to production for the SIA website, photo selection, landing pages, newsletters, and analyze web traffic.
- Interview candidates for annual recognition lists like *40 Under 40*, *Best Staffing Firms*, and *DE&I Influencers*.

### Associate Editor

March 2022 - Oct. 2022

Ensemble IQ (*Convenience Store News*) | Remote

- Copyedit and write press releases, 7-Eleven, EVs, NielsenIQ in Drupal CMS, SEO, AP Style
- Project Management, webinars, weekly new products, industry roundups, Supplier Spotlights, People on the Move
- Managed social media using Hootsuite, promoting daily news articles, copywriting, videos and CSNews newsletters CTA

### Digital Content Producer

Oct. 2021 - Jan. 2022

WVLA/NBC Local 33 | Baton Rouge, LA.

- Content research, write 14-20 news articles daily, publish, live blogs, AP Style, SEO
- Copyedit press releases, Mary Bird Perkins Cancer Center, Louisiana State University, Sen. Bill Cassidy
- Project Management using Social Flow, Excel, Slack, CMS system (WordPress)
- Adhere to journalistic ethics for all written content and social media copy
- Build relationships with stakeholders for article updates and future project needs

Aug. 2019 - Dec. 2020

### Newsletter Writer

College Nannies+Sitters+Tutors | Remote

- Created weekly e-newsletters SEO, CTA on Constant Contact
- Covered topics that include family activities, essentials and coronavirus safety measures in Los Angeles County
- Managed social media and created promotional videos using Adobe Rush

### Digital Reporter Intern

Jan. 2019- Jan. 2020

Canyon News | Remote

- Curate news articles using SEO, AP Style
- Pitched story ideas to the editor-in-chief
- Reported on crime, celebrities, business activities and community events
- Developed investigative and fact-checking skills

## PROJECT

### Editorial Lifestyle Writer (Personal Blog)

Nov. 2018- Present

WordPress Blog | Remote

- Write editorial articles covering beauty, lifestyle news, and wellness
- Research story ideas, fact-check, copyedit content, use AP Style, SEO
- Published on Portfolio+Blog at Sanestina.com, Twitter, Instagram, and Facebook

## EDUCATION

**Masters of Arts** | Southern New Hampshire University

September 2023- 2025

**Bachelor of Arts in Journalism** | California State University Northridge

**Content Creation Strategy and Tools Certificate** | LinkedIn Learning

## SKILLS

Adobe Suite | Slack | WordPress | Microsoft Office | Google Analytics | AP Style | Project Management | SEO | Semrush | Email Campaigns  
| Copywriting | Social Media | Customer Service | Marketing | Creative | Mailchimp | Email Marketing | CMS | Canva | Airtable | B2B