

Mary Ann Lopez

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Summary:

Content writer and editor with a journalism and education background, passionate about creating effective, engaging content tied to metrics. Specializes in content creation, problem-solving and strategy. **Key skills include:** Award-Winning Writing | Editing | CMS Management | Solutions Focused

Experience:

Patch.com, Remote

Branded Content Writer, 6/2021-7/2022

Crafted high-caliber, consumer-focused content for Patch brand partners, generating high CTR for assigned accounts, including FTD, Newrez, Thumbtack and RVshare.

- Assisted with crafting briefing materials, providing input into creative and messaging for assigned partners ensuring alignment with marketing strategies and partners' brand guidelines.
- Coordinated content creation, management and distribution across assigned partners ensuring content was executed correctly according to best practices.
- Supported the branded content manager and branded content team in the creation of lead nurturing communications to support client recruitment and retainment.

West Charlotte High School, Charlotte, NC

Science Teacher, 8/2014-6/2017

Recruited through Teach for America, a highly selective educational equity organization, to serve students attending the Title 1 high school. Taught Earth and Environmental Science to more than 100 students living in the underserved community, as a teacher in the Charlotte-Mecklenburg School District.

- Mentored 120 low-performing minority and low-income students at West Charlotte High School, a Title I school, meeting expected growth on the 2015-16 Earth Science State End of Course Assessment.
- Collaborated as a School Leadership Team member to meet the school's aggressive improvement plan.
- Incorporated education-based data analysis, assessing student progress toward mastery of standards.

Patch.com, Naperville, IL

Local Editor, 5/2010-8/2013

Successfully launched Naperville.Patch.com, overseeing CMS management, community engagement, and content creation for the hyper-local news site.

- Created content including feature stories, lists, social media posts, aggregated content and curated newsletters.
- Coordinated communication campaigns using social media, including Facebook and Twitter.
- Promoted to Business Engagement Editor for DuPage County, orchestrating editorial plans and content creation for 11 websites.

Sun-Times Media Group, Chicago, IL

Community Manager, 7/2006-2/2009

Spearheaded planning, design, and content writing for a series of hyper-local news sites intended to connect with readers, encouraging UGC and increasing local news engagement.

- Directed a team of six, overseeing editorial management, assigning articles, delegating beats, editing content, crafting best practices and preparing content for publication on the CMS.
- Collaborated across teams to ideate, design and execute the go-to-market launch plan for the websites.
- Supported the digital media team in its efforts to create new revenue streams through hyper-local news sites.

Awards & Recognition:

- **Teach for America Alumna** (2014): Recruited to teach science at a Title 1 high school in Charlotte, NC.
- **Illinois Press Association** 2007 – First Place – Best Website Design – NeighborhoodCircle.com, Sun-Times Media Group.
- **The Society of Professional Journalists** – Colorado – Excellence in Journalism Awards, Division A 2004: **First place** in General Reporting | **First Place** in Agriculture Reporting News or Feature | **Second Place** in Education Reporting News or Feature | **Third Place** in Education Reporting News or Feature
- **Chips Quinn Scholar:** Awarded a paid scholarship and newspaper internship at a **Gannett** newspaper through the organization, which seeks to provide mentorship opportunities for minority journalists.

Education:

Master's Degree, Print Journalism, University of Colorado at Boulder, Boulder, CO

Bachelor's Degree, Political Science, Northern Illinois University, DeKalb, IL