

EDITORIAL LEAD

ROTEM RUSAK

rotemrusak@gmail.com

Expert editorial lead and writer. Passionate about using my own words, and helping others to use theirs, in order to create meaningful connections and spaces. Deeply entrenched in fandom and all things creative.

CONTACT



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Website

<https://rotemrusak.journoportfolio.com/>

SOCIAL

Twitter

<https://twitter.com/Moondancer1626>



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<https://www.linkedin.com/in/rotem-rusak-5410278a/>



WORK EXPERIENCE

2021 – Present

Lead Editor, News & SEO Senior Manager

Nerdist

- Responsible for breaking news coverage. Ensure that *Nerdist* never misses a breaking news story and that the editorial team acknowledges and assigns new news or elects to pass on it within no more than 10 minutes of the news breaking.
- Oversee a staff of three to five writers and daily handle: article assigning and writing, ideating and topic review for tentpole and evergreen pieces (briefs, features, and reviews), and editing of completed pieces from writers and editors. Draft social copy for articles.
- Ensure that all published and updated articles (~15/day) meet editorial standards of nuanced and accurate reporting while aligning with brand guidelines and tone of voice.
- Revitalized *Nerdist* editorial's entire daily functioning by creating a tracking system that illuminates long- and short-term coverage plans, assignments held by writers and their overall levels of business, status of planned articles, and more.
- Create editorial coverage plans before, during, and after relevant live events.
- Build relationships with publicist, studio, and company contacts.
- Work with editorial and marketing teams to concept shared campaigns and editorial efforts geared toward audience engagement and traffic growth.
- In charge of all *Nerdist* SEO initiatives, singularly built from the ground up.
 - Uses a number of SEO tools to review upcoming entertainment properties in order to determine the keywords and topics that will best drive traffic to the site.
 - Once written, ensures articles meet SEO standards and are fully optimized to rank in search. Reviews previously published articles to further optimize them for SEO and improve their rankings across search engines.
 - Generates results & learnings via Google Analytics, Taboola, and Chartbeat.
 - Communicates SEO teachings to entire team to ensure everyone can develop their knowledge about this important area of writing on the internet.
- **Results:** Generated **12.3 million clicks** and **1.09 billion impressions** in 2022. Raised average *Nerdist* Google ranking position from 17 to 14. Had several articles intentionally crafted for SEO remain in the #1 position on Google Search for long periods of time. *Nerdist* traffic acquisition contained 20% search traffic in 2021 and **over 50% in 2023**.

2019 - 2023

Lead Editor & Contributing Writer

Screen Rant and Collider

- Sourced and assigned approximately 100 entertainment news & evergreen articles per week, generating ideas based on breaking pop-cultural stories, insights from previous article performance, and SEO analytics. Worked across teams, including lists.
- Copyedited ~60 articles/week, edits included SEO optimizing, fact-checking, proofreading, formatting, and more. Used WordPress interface for all publishing.
- Additionally edited articles to ensure they matched brand voice and offered a high quality and depth of information and entertainment to our readers.
- Drafted copy for articles to be shared across social channels.
- Wrote articles as necessary to meet quotas.
- Assisted in upkeeping content calendar and managing a large team of writers. Team published ~250 articles every week.
- Mentored writers, assisting them with any queries.

2017 - Present

Marketing, Social, and Brand Consultant

Various Orgs., Inc. Bryan Fuller, Janice Poon, The Paley Center, Split Screens Festival

- Assist organizations/personalities in growing & engaging audiences. Understand clients' identities, combine with best practices to create and execute resonant strategy and content.

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WORK EXPERIENCE

2020 - 2021

Blog Coordinator & Social Media Manager

Investis Digital, New York, NY

- Refreshed company WordPress blog. Shifted from 1-2 posts/month to 3-4 posts/week. Ideated, assigned, proofread, and posted blog content. Designed a plan for a company podcast.
- Planned, paced, executed, and reported on all evergreen and one-off social campaigns using paid and organic posting on FB/LI/TW/IG. In charge of social content calendar.
- **Results:** 20% audience growth across channels, 56% interaction growth, 26% impression growth, 195% increase in blog posts YOY.

2014 - Present

Founder/Chief Organizer/Social Media Strategist

Save Hannibal Initiative, Worldwide

- Grow a niche, online community through successful creation of resonant brand and digital marketing strategy, driving user growth and loyalty. Own accounts with ~10k followers & ~5% monthly increase.
- **Results:** Ranked in Nielsen's TV Twitter rankings, including in #1 spot and trended worldwide. ~3k subscribers to global newsletter, 40% open rate. 7 fan cons organized. Constant media coverage.
- Assisted *Nerdist* with Hannibal Reunion in 2020. Reunion included full cast, producers, and showrunner.

2018 - 2020

Marketing Coordinator, Focus on Blog, Social, & Copywriting

M&C Saatchi Performance, New York, NY

- Built company brand identity, voice, and marketing presence in the United States to inspire loyalty in clients and growth in prospects.
- Researched, wrote, and edited strategic content to engage audience, inc. emails, newsletters, blog content, press releases, social, etc. Tracked analytics & drove SEO.
- YOY: IG Engagement increased 80%. LI increased by 40%. High value website traffic increased by 39%.

SKILLS

Writing

Copyediting

Analytics Analysis

Brand Identity and Voice Curation

Creative & Strategic Vision

Community & Relationship Building

Project Management

Storytelling

Decision Making Under Pressure

Knowledgeable in CMS tools (WordPress, HubSpot), G-Suite, Google Analytics, Google Search Console, and Other SEO Tools (Ahrefs, Answer the Public, Google Trends), additional analytics programs (Chartbeat, Taboola), Mac OS and MS Word programs, HTML, Adobe Pro, mass mailing platforms, social dashboards, and graphic design programs. Some video editing and podcasting experience.

EDUCATION

2009 - 2013

Bachelor of Arts, Psychology.

GPA: 4.032, Phi Beta Kappa Member

Dean's List: All Semesters

Columbia University, New York, NY