

PROFESSIONAL
EXPERIENCE

POPSUGAR

Contributing Writer | Remote

Jan 2020-Present

- Selected as a contributor to the POPSUGAR Voices program's partnership with the S.I Newhouse School of Public Communications
- Wrote 1-3 weekly articles that were published to the [POPSUGAR website](#) and shared through their social media accounts reaching over 200,000 unique viewers.

ZIPPED
MAGAZINE**Editor in Chief | Syracuse, N.Y.**

Jan 2020-Present

- Managed a staff of 90 members, including editors, assistants, department heads, and writers
- Oversee the creation of the Spring 2020 print issue, consisting on 10 feature-length articles
- Worked with the social media, art, photoshoot, marketing/PR, financial and executive teams
- Distribute 400 print copies throughout the university campus at the duration of the semester and reached over 350 unique online visitors per month
- Hosted print magazine's launch party which help amplify distribution and community outreach
- Promoted three times: Assistant Web Editor (Sept 2017-May 2018), Web Director (Sept 2018-Dec 2018), Managing Editor (Sept 2019-Dec 2019)

SYRACUSE
WOMAN
MAGAZINE**Contributor | Syracuse, N.Y.**

Sept 2019- Dec 2019

- Authored three stories published in the November, December and January issues of the print magazines covering local businesses and events
- Curated and planned daily Instagram and Facebook posts of the magazine and original content that increased the follower base by 110%
- Edited and fact-checked the October issue prior to print

AMERICAN SPA
MAGAZINE**Editorial Intern | New York, N.Y.**

Jun 2019- Aug 2019

- Published 20 stories shared through American Spa's main website and across all its social media pages with over 36,000 followers
- Authored two articles for print magazine featured in the July and September 2019 issues covering exotic spa destinations and trending spa products
- Fact-checked several articles that were published in the print issues by researching primary sources
- Created contact lists for spa events to be used by the marketing department for professional networking accumulating over 1,000 contacts
- Curated and planned Instagram content as well as original graphics and photos growing Instagram following by 1,000 followers over a period of one month
- Attended industry events and deskside meetings in order to solicit interest in content for the magazine

THE RIVIERE
AGENCY**Public Relations Intern | New York, N.Y.**

May 2018- Aug 2018

- Co-wrote an online article about Miami Swim Week for Fashion Week Online by researching swim brands that will debut at the Hammock trade show
- Used Fashion Monitor, a fashion industry marketing platform, and Cision, public relations software, to update buyer and influencer contact lists that are used for promotional events
- Coordinated several Instagram posts for both the agency's account and the Hammock Trade Show account during Miami Swim Week 2018
- Compiled media recognition for Miami Swim Week designers and produced more than 30 press clippings to show designer clients
- Worked as a Fashion Week assistant during the agency's New York Fashion Week events

RESIDENT
MAGAZINE**Editorial Intern | Long Island City, N.Y.**

Jun 2017- Aug 2017

- Contributed and assisted editors with three feature articles for the magazine's print and online publication
- Solicited potential advertisers to promote the June and July 2018 issue resulting in additional partnerships for the director of marketing
- Promoted July and August cover stories by creating informative and appealing content for the publication's social media networks

COLLEGE
FASHIONISTA**Online Writer | Remote**

Sept 2016 - Dec 2016

- Produced monthly articles about campus fashion by researching and writing blog posts and accompanying each post with original photography
- Submitted work to an editor who published each post to the College Fashionista website

EDUCATION

Syracuse University— S.I. Newhouse School of Public Communications

May 2020

Bachelor of Arts, Magazine Journalism

- GPA: 3.6
- Minor in Information Management and Technology
- Dean's List Scholar
- Recipient of Chancellor's Scholarship
- Concentration in Fashion and Beauty Communications

SKILLS

- Wordpress, Squarespace, Mailchimp, Adobe Creative Suite, Google Analytics, Microsoft Office Platforms, Fashion Monitor, Cision
- AP Style Writing, Reporting, Interviewing, Proofreading, Copyediting, Social Media Marketing, Search Engine Optimization