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EXPERIENCE

City Cast Denver, Denver, CO
Newsletter Editor

FEBRUARY 2021 - PRESENT

Serve as the voice of City Cast Denver's daily newsletter and help produce the accompanying City Cast Denver daily podcast.

- Judiciously research and gather local content for the daily newsletter
- Transform that research into compelling, digestible headlines and blurbs for the daily newsletter
- Curate unique features that foster engagement with listeners and readers
- Engage with subscribers and consumers through email and social media
- Collaborate with City Cast Producers and Hosts in the production of the daily podcast

Freelance Work, Denver, CO
Writer | Editor

JUNE 2020 - PRESENT

Partner with local media outlets to provide professional services in reporting, writing, editing, and photography. Work includes contributions to the following clients:

- Copywriting for Future Holidays email campaigns
- Food editorial for DiningOut Magazine
- Food editorial for Denver Life Magazine
- Profiles for RED at Metropolitan State University
- Profiles for James Beard Foundation

DiningOut Magazine, Denver, CO
Managing Editor

APRIL 2019 - NOVEMBER 2019

Oversaw the daily production of the publication's seven quarterly print magazines and general office operations.

- Managed and advised a staff of in-house writers and editors and off-site freelancers
- Oversaw and fielded communication with all publishers and staff across all print markets
- Led content creation and production of various DiningOut products, events, and publications
- Created and maintained print and web editorial calendars
- Built relationships with clients and served as a representative for DiningOut at press events

PROFESSIONAL SKILLS

Experience with professional media outlets: Journalistic research, interviewing, reporting, content/copy editing, print online editorial production

Professional content creation: Creating/managing social media campaigns, creating/maintaining email campaigns and newsletters, developing/maintaining online blogs, writing product/event reviews

TECHNICAL SKILLS

Photo/video: Adobe Premiere, Adobe Photoshop, basic photography

Layout design: EidosMedia Methode, Adobe InDesign

Platform creation: Squarespace, WordPress

Social media fluency: Instagram, Facebook, Twitter, Snapchat, Pinterest

Analytics: Hootsuite, Google Analytics, Parse.ly, TweetDeck, Facebook Analytics, ChartBeat, Domo

Other: Extensive knowledge of AP Style

Comms./project management: Slack, Zoom, Loom, Trello, Monday, Airtable

LANGUAGES

Spanish: written, verbal, comprehensive

English: native



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EXPERIENCE

Content Editor

MAY 2018 - APRIL 2019

Assisted the Managing Editor in overseeing the daily creation and production of publication's online content.

- Crafted, edited, and posted daily stories for web on WordPress
- Monitored and managed social media presence across a variety of platforms
- Created and maintained online editorial calendar and weekly e-newsletters
- Oversaw and managed web freelancers
- Assisted in content creation and production of various DiningOut products, events, and publications
- Assisted in social promotion of DiningOut festivals and products

The Denver Post, Denver, CO

Community Reporter | Editor | Designer

OCT. 2016 - MAY 2018

Worked with a team of reporters to cover suburbs across the Denver metro area with a hyperlocal focus.

- Pitched stories in a team environment, offering suggestions and welcoming feedback
- Conducted research, scheduled interviews, and produced a minimum of three articles under a weekly deadline
- Managed and designed the print layout of eight newspapers
- Oversaw online production and editing of stories on WordPress and across a variety of social media platforms

303 Magazine, Denver, CO

Lifestyle Writer | Social Media Assistant

JUNE 2016 - OCT. 2016

Wrote feature pieces with a focus on Denver's lifestyle and culture trends and assisted in managing the magazine's online presence.

- Produced stories centered around local lifestyle/culture news and trends under an assignment-based deadline
- Published a minimum of one article weekly, with additional stories on an as-pitched basis
- Created and maintained weekly online event calendars
- Generated engagement on a variety of the magazine's social media platforms

EDUCATION

Colorado State University

AUG. 2012 - MAY 2016

Bachelor of arts: Journalism and media communication

Bachelor of arts: Language, literature, and culture
— Concentration: Spanish

International Media Studies

MAY 2014 - JUNE 2014

Studied foreign media practices in several countries across Western Europe through a study abroad program provided by CSU.

PROJECTS

CSU Diversity Handbook

JAN. 2016 - MAY 2016

Team member specializing in writing and research:

A collaborative project by CSU staff members and students for the CSU Department of Journalism and Media Communication documenting ethical journalistic practices when reporting to include diversity.

Gabby Gourmet Dining Guide

DEC. 2018

Contributing writer/editor:

An extensive local dining guide produced by DiningOut Magazine and radio/television personality Pat Miller.