

# NADIA KADRI

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## PROFESSIONAL EXPERIENCE

**Z Living Network (formerly Veria Living Network) • New York, NY** **11/2013 – 01/2015**

*Leading media brand devoted to showcasing the world's largest line-up of first-run, original healthy lifestyle and wellness programming and related content across multiple platforms.*

***Social Media Editor*** **06/2014 – 01/2015**

- Developed and implemented robust social media and content strategies that increased organic web traffic from social media by 10%, as well as number of followers by 25% and number of shares by 50% on best-performing social platforms
- Managed social community and rebranded six platforms that successfully retained fan base
- Created and managed social media and editorial calendars and weekly e-newsletter
- Increased subscriber base of weekly e-newsletter through engaging campaigns, partnerships, and events
- Developed successful promotional strategies for TV show premieres, sweepstakes, content franchises, and events (e.g. Wanderlust Festivals, Natural Expo, health and wellness conventions)
- Collaborated with VP of Marketing on brand ambassadors and influencer outreach to boost social campaigns
- Facilitated content-sharing partnerships with Ad Sales, Marketing, and Production departments
- Created weekly and monthly reports with social media metrics and analytics to ensure growth, engagement, and report on trends

***Digital Editorial Assistant*** **11/2013 – 06/2014**

- Coordinated daily content needs of Veria Living's sites: wrote and edited health and wellness content, copy for banners, promos, graphics across all sites and social networks; optimized content with SEO keywords
- Developed content packages (guides and galleries) to facilitate advertiser needs and support Ad Sales goals
- Deployed weekly e-newsletter with internal team
- Produced exclusive viral clips for web and assisted in one-off projects that increased video plays, grew traffic, and achieved monetizable targets
- Troubleshoot technical problems across all content and social media platforms

**Inked Magazine • New York, NY** **07/2011 – 11/2012**

***Editorial Intern***

- Pitched, wrote, and edited stories and features on tattoos, art, music, fashion, artists, and influencers

**The Observer, Rutgers-Newark Student Newspaper • Newark, NJ** **12/2010 – 05/2012**

***Staff Writer***

- Wrote articles on City of Newark communities and Rutgers-Newark and covered breaking news

## PROFESSIONAL DEVELOPMENT

**Rutgers University • Newark, NJ** **05/2012**

*Bachelor of Arts: English/Economics*

### **Technical Skills**

Photography • Content Management Systems (CMS) • Google Analytics • Search Engine Optimization (SEO)  
All Social Media Platforms • Email Marketing Platforms (Mailchimp, Vertical Response) • Social Media Tools  
(SproutSocial, Simply Measured) • Kaltura Video Platform • Adobe Photoshop 7