

CARIN ZISSIS

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PROFILE

Media professional with over a decade of experience focusing on digital strategy to deliver online exposure. • Editor and writer covering Mexico, Latin America, and foreign policy issues. • Proven leader at building, mentoring, and managing teams. • International background.

EXPERIENCE 7/2007–present

EDITOR-IN-CHIEF, AS/COA ONLINE • AMERICAS SOCIETY/COUNCIL OF THE AMERICAS • Mexico City & New York City

Oversee digital operations for as-coa.org, the website of Latin America-focused sister agencies—Americas Society, a non-profit organization centered on policy and cultural affairs, and Council of the Americas, a collaborative network of 200+ corporate members.

- Built and head online team, serving as editorial lead on suite of content, ranging from exclusive interviews to infographics to webcasting via platforms such as Livestream and Facebook Live. Direct digital communications activities that encompass AS/COA's main social media profiles and online promotion of organizations' programming and publications.
- Led the 2012 relaunch, content migration, and strategic rebranding of AS/COA Online. Redesign drew \$100k in sponsorship for online streaming of events.
- Strengthen brand visibility internationally via digital promotion of AS/COA conferences held in the United States and Latin America, leading major news outlets across the Americas to carry live broadcasts produced by AS/COA Online. Conference hashtags have Twitter trended in event host cities, such as Brasilia, Bogotá, Buenos Aires, Mexico City, Miami, Santiago, and Washington DC.
- Oversee webcast team and broadcast strategy, resulting in substantial improvement in quality of live transmissions over time and 550,000+ views of events in 2017. An AS/COA conference was among Livestream's top-10 most-viewed events of 2016 out of 10 million streamed events worldwide.
- Launched Latin America in Focus podcast series on major political and economic issues. iTunes recognized the series as "New and Noteworthy" in 2016. Listens doubled from 2016 to 2017.
- Produce biweekly policy e-newsletter *News & Views* with 35,000+ subscribers, including senior-level business and government leaders from across the Americas. Started weekly news-focused email with 5,000+ subscribers, a large portion of whom are members of the international press.
- Collaborate with media relations/communications staff for integrated press strategy and completion of marketing materials, including online and print annual report.
- Partnered with development office to secure a Google grant initially worth \$10,000 a year, now worth \$120,000 a year, for Google Adwords campaigns.
- Relocated to Mexico City in August 2013, gaining on-the-ground regional experience.
- Promoted from Managing Editor to Editor-in-Chief in Spring 2011.

2/2006–6/2007

STAFF WRITER, CFR.ORG • COUNCIL ON FOREIGN RELATIONS • New York City

Wrote articles, produced multimedia projects, and handled Asia-focused beat for CFR.org, award-winning website of leading U.S. foreign policy think tank.

- Produced site's first interactive Crisis Guide, covering North Korean nuclear threat, which helped series garner a 2007 Knight-Batten Award for Interactive Journalism. Copyeditor for Emmy Award-winning Darfur Crisis Guide.
- Shared editorial responsibilities as part of news team.
- Hired as permanent staff after serving as freelance copyeditor in Spring 2006.

8/2004–2/2006

EDITORIAL ASSOCIATE • AMNESTY INTERNATIONAL • New York City

Reported and wrote articles on human rights issues, co-edited arts & culture section, copyedited, and handled photo research for Amnesty International Magazine, with U.S. circulation 320,000+.

- Played a key role in delivering Winter 2004 issue on time in the midst of major design change, accelerated editorial schedule, and office move.
- Initially employed as intern, hired as freelance editor and writer.

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PRIOR EXPERIENCE

- 2001-2003: Assigned to cover local stories as a **Globe Correspondent** for *The Boston Globe's* Sunday City Weekly section. Established relationships, conducted interviews in Spanish, and reported on issues affecting Boston's Latino community.
- 2001-2003: Managed website and annual report redesign as the **Administrative Manager** at **Management Consulting Services**, a consulting firm dedicated to enhancing the impact of nonprofits in Boston.
- 2000: Supported HIV/AIDS education in high schools and hospitals as a volunteer with **SIDACCION** in Cochabamba, Bolivia.
- 1997-2000: Directed health center operations at a multi-service agency for at-risk youth as **Operations Manager & HIV Testing Social Services Counselor** at **JRI Health** in Boston.

PUBLISHED WORK

ARTICLES, COMMENTARY, AND ANALYSIS PUBLISHED BY:

- *Americas Quarterly*
- Business Insider
- *El Economista*
- FOXNews.com & Fox News Latino
- *El Herald*
- Huffington Post
- IPS News
- Latin America Advisor
- Launch Radio Networks
- *Newsday*
- NYTimes.com
- Univision Noticias
- Urban Latino
- U.S. News & World Report
- WashingtonPost.com
- *The Week*
- World Politics Review

PHOTOGRAPHY FEATURED BY:

- Discover America Brazil Foundation
- Elderhostel
- *Letras Libres*
- *The New York Times* & NYTimes.com
- *Pasadena Magazine*
- *ReVista: Harvard Review of Latin America*

EDUCATION

MA, Journalism & Latin American Studies • NEW YORK UNIVERSITY, 2005

NYU Alumnae Club University-Wide Scholar

BA, History & Creative Writing Minor, GEORGE WASHINGTON UNIVERSITY, 1996

Presidential Scholar; Special Honors in History

Junior year abroad at University of Manchester, UK

SKILLS

Spanish • Lightroom and Photoshop • DSLR • audio editing • Drupal and other content management systems • mailchimp and listrak • basic HTML • Google Analytics • Canva, Infogram, and Piktochart • Pivotal Tracker • Slack