

ALANNA NUÑEZ

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Experience

News + features editor, What to Expect Digital (Ziff Davis); April 2017-present

Direct daily news strategy. Edit and assign longer-lead investigative features.

Oversee special projects, such as WTE's annual day of advocacy, #BumpDay.

Recruit and hire freelance writers. Monitor analytics and look for new avenues of traffic.

Freelance writer, editor, and strategist, various; June 2016-present

Pitch, write, and edit stories for different outlets including *Prevention*, *Reader's Digest*, Thrive Global, LOLA, and more. Work with brands to develop digital identities and discover new platforms and avenues for traffic, content, and audience development. Temporary news editor at Meredith, where I doubled trending traffic to fitnessmagazine.com and increased trending traffic to shape.com by 50 percent.

Senior editor, Vivala.com (CafeMedia); January 2016-June 2016

Developed vision for site's fashion, beauty, and health content. Managed an editorial budget and team of six associate editors and editorial assistants. Assigned, edited, and published 15+ stories per day. Recruited, hired, and trained new writers. Conceptualized, assigned, and edited sponsored content. Coordinated with video team to create relevant videos.

Web editor, Cosmopolitan.com (Hearst); September 2014-December 2015

Oversaw editorial and social media strategy for *Cosmo for Latinas'* online presence. Grew traffic to CFL vertical from 150,000 monthly unique visitors to 2 million. Managed budget. Wrote, assigned, and edited 3-10 stories per day. Hired and trained writers and interns. Assigned and edited on-brand sponsored content.

News editor, Shape.com (AMI); January 2014-September 2014

Pioneered expansion of *Shape's* online news content and oversaw daily publishing schedule. Wrote, edited, and published 3-5 stories per day, including essays and op-eds. Oversaw social media strategies for promotion of breaking news stories.

Associate editor, Shape.com (AMI); June 2011-December 2013

Pitched, wrote, edited, and produced slideshows, blogs, and features. Fostered new syndication relationships and managed existing ones. Wrote and edited two weekly fitness- and health-related newsletters. Headed up special projects. Arranged and managed video shoots. Managed Facebook page.

Education

University of Missouri, Columbia, Mo— Bachelor's of Journalism, 2011

Skills

Spanish (speaking/reading), Adobe InDesign, Photoshop, iMovie, Premiere, HTML, CMS, social media management (Hootsuite, Sprinklr, SocialFlow, Sprout), Slack, Asana, SkyWord, Trello, reporting, research, editing, copywriting, content and digital strategy, AP style, blogging, Chartbeat, Google Analytics, Adobe Omniture, SEO