

ANNA ROSE IOVINE

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WRITING

AOL Inc., New York, NY

June 2016-June 2017

Trending Content Editor

- Write and distribute articles that have amassed daily PVs of 300,000+ and millions of lifetime PVs
- Focus on social-first stories that led to articles with 100,000+ UVs from social media
- File breaking news and send out newsletter to over 100,000 subscribers

Freelance writer, New York, NY

June 2016-present

- Pitch and create content on topics ranging from internet culture to food trends
- Articles published on websites such as VICE and Racked
- Develop and ghostwrite content for New York-based career coach

Romper.com, New York, NY

Feb 2016-present

TV Reporter

- Generate headlines and articles with quick turnaround for shows like *Scandal* and *American Horror Story*
- Optimize SEO in every article and distribute using in-house CMS platforms TypeSet and The Max
- Identify popular themes among viewers using social media to incorporate into articles

SOCIAL MEDIA AND MARKETING

New York Magazine, New York, NY

July 2017-present

Associate Editor, Social Media

- Drove over 100% increase in PVs and new users from social media
- Launched The Strategist Instagram account with average 6% WoW growth and launched Pinterest

Bustle.com, New York, NY

May 2014-Aug 2014

Social Media Intern

Jan 2015-May 2015

- Performed media outreach to promote the website via Facebook
- Utilize Photoshop to make memes and gifs for Facebook and Instagram
- Created and organized content for Tumblr

87AM, New York, NY

June 2015-Aug 2015

Digital Media Staff Member

- Researched potential geo-targets and online publications for upcoming TV and Broadway campaigns
- Collaborated with creative, social, and data departments to present proposal for *The Affair* campaign

Angel TV, London, United Kingdom

Oct 2014-Nov 2014

Assistant/Intern

- Produced and edited show reels for company website
- Assisted managing director in development for new projects
- Created and maintained several company social media platforms

SKILLS:

- Adobe Photoshop, Adobe InDesign, Final Cut Pro 7 and X
- Sailthru, Omniture

EDUCATION:

Vassar College, Poughkeepsie, NY

Bachelors of Arts in Film and Economics