

ANNA ROSE IOVINE

annariovine@gmail.com | New York, NY | 917-692-9476

I am a content storyteller with experience in using social media to increase engagement and traffic.

EXPERIENCE:

VICE Media, Brooklyn, NY

Dec 2017-present

Weekend Social Editor

- Manage Facebook, Twitter, and Instagram accounts on weekends and provide team support on weekdays
- Identify highest performing articles using Google Analytics and Sprout Social reports
- Launched weekend newsletters with open rates averaging 20%

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 Racked and Electric Literature

AOL Inc., New York, NY

June 2016-June 2017

Trending Content and Social Media Editor

- Managed morning article and video sharing for Facebook page with 1.6+ million followers
- Sent out breaking news app push notifications along with email newsletter to over 150,000 subscribers
- Wrote and distributed articles that have amassed daily PVs of 300,000+ and millions of lifetime PVs

Romper.com, New York, NY

Feb 2016-present

TV Reporter

- Generate headlines and articles that are often in the top 5 sitewide entertainment stories of the week
- Optimize SEO in every article and distribute using in-house CMS platform TypeSet
- Identify popular show themes among the audience using Twitter and Instagram

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
- Created and maintained several company social media platforms

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

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