

Mara Model

CONTENT CREATOR • EDITOR • FACT-CHECKER

EXPERIENCE

THOMAS PUBLISHING, NEW YORK, NY MARCH 2015-PRESENT
ONLINE EDITORIAL CONTENT ANALYST

- Engage and analyze appropriate content for ThomasNet.com
- Identify new data elements to add to company profiles
- Update changes and write company descriptions using CMS
- Execute extensive research techniques to ensure accuracy of content
- Process client and salesperson requests
- Writer for internal company newsletter, "Topics"

MOD MEDIA, LLC MONTCLAIR, NJ MAY-DECEMBER 2014
SENIOR EDITOR

- Oversaw all editorial sections for *HudsonMOD* and *Healthy Living*
- Responsible for story development, copy-editing and fact-checking, holding editorial calendars and flat-plans
- Wrote Oct. 2014 cover story on celebrity chef Giada De Laurentiis
- Assigned articles to freelance writers and managed deadlines

ASSOCIATE EDITOR

- Assisted editor-in-chief in packaging editorial content for each issue
- Wrote and edited stories for front of book, features and the website
- Formed relationships with PR reps in securing interviews and images
- Posted web content and social media; crafted headlines and resized photos

3I PUBLISHING CAPE TOWN, SOUTH AFRICA AUGUST-DECEMBER 2013
WEB PRODUCER

- Assisted Web Editor in creating content for their music news website
- Published multiple articles and videos per day and applied SEO
- Attended sponsored events; wrote concert reviews
- In charge of all social media and used analytic programs to track views

WEIGHT WATCHERS (WW) NEW YORK, NY MAY-AUGUST 2013
EDITORIAL INTERN

- Assisted food, fitness and health editors in the entire process of fact-checking stories and sourcing images
- Used math skills to calculate WW points and fact-check recipes
- Researched relevant studies and led fitness product meetings

PSYCHOLOGY TODAY NEW YORK, NY JANUARY-MAY 2013
EDITORIAL INTERN

- Wrote book reviews and FOB articles on the latest psych studies
- Used LexisNexis, JStor, ScienceDaily, and PsychNET databases
- Recruited professors, authors to become bloggers for the website
- Assisted the Associate Publisher with research and photo shoots

EDUCATION

TEMPLE UNIVERSITY
Annenberg School of
Communications, 2012
Bachelor of Arts in Journalism

SKILLS

WRITE, EDIT, RESEARCH

AP / CHICAGO MANUAL STYLE
FACT-CHECKING TECHNIQUES
INTERVIEWING TRANSCRIBING,
LEXISNEXIS, JSTOR
STORYTELLING, BLOGGING

WEB, GRAPHIC DESIGN

ADOBE PHOTOSHOP, INDESIGN,
INCOPY, DREAMWEAVER, ACROBAT
SEO CONCEPTS, HTML & CSS
CONTENT MANAGEMENT SYSTEMS
WORDPRESS, JOOMLA, DRUPAL

SOCIAL MEDIA

FACEBOOK, TWITTER, INSTAGRAM
HOOTSUITE, GOOGLE ALERTS
LINKEDIN, REDDIT, TUMBLR, DIGG

AUDIENCE ENGAGEMENT

GOOGLE ANALYTICS
GOOGLE FOR NON-PROFITS
ADWORDS, CISION, NIELSEN
FACEBOOK INSIGHTS

ADDITIONAL WORK

ZINBURGER WINE & BAR 2014-Present
SERVER

HEADCOUNT JAN 2015-Present
VOLUNTEER

PHILADELPHIA CITY PAPER 2012-2013
ARTS AND CULTURE COLUMNIST

CONTACT INFO

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INTERESTS

Traveling; Hiking; Yoga; DIY
Photography; Pop Culture