

# JESS FELDMAN

jessfeldman96@gmail.com

## MEDIA EXPERIENCE

*Northern Virginia Magazine*, Chantilly, VA | Editorial Assistant | May 2019 – Aug. 2020

- Pitched and wrote 10 to 15 stories per week as part of the digital team, as well as all stories in the Life & Style section of monthly print issues and advertorial content.
- Fact checked, copy edited and proofread all content of each monthly publication.
- Had full control over the company Twitter account, posting four times a day, keeping track of analytics and coordinating a strategy accordingly to generate traffic to the website.
- Used knowledge of SEO and digital marketing to code and write weekly newsletters, sent out to subscriber base of over 60,000 readers.

*The Campus Trainer*, College Park, Maryland | Fashion Editor | Jan. 2019 – May 2019

- Pitched bimonthly stories for this online publication related to current fashion trends to team of staff writers.
- Edited between three and five stories every month to meet house style and AP style.

Visit Baltimore, Baltimore, MD | Digital Content Intern | Jan. 2019 – April 2019

- Partnered with marketing, editorial and digital teams to write content for SEO to be published online, and also assisted Social Media Manager with content creation and campaign management.
- Assisted the events team to plan, organize and host a series of community events.

Modern Luxury, Washington, DC | Editorial Intern | May 2018 – Aug. 2018

- Wrote, researched and edited for monthly print issues of both *DC Magazine* and *Capitol File Magazine*.
- Assisted the marketing team with planning of events, fashion shoots and social media creation.

College of Agriculture and Natural Resources, College Park, MD | Communications Coordinator | June 2018 – Dec. 2018

- Wrote weekly stories for two departments, specifically regarding department accomplishments.
- Used my knowledge of SEO, HTML and Photoshop regularly when publishing content.

The University of Maryland's Capital News Service, Annapolis, MD | Reporter | Aug. 2017 – Dec. 2017

- Researched and reported on various state-level issues for beat of human services and social justice.
- Stories were published to the Associated Press and picked up by *The Washington Post*, *USA Today*, *Baltimore Sun* and more.

*Nantucket Magazine*, Nantucket, MA | Editorial Intern | May 2017 – Aug. 2017

- Assisted and wrote for online site and six print issues of this lifestyle magazine, performing tasks of research, transcriptions of interviews and assistance in photography for shoots and social media.

## OTHER EXPERIENCE

Alpha Xi Delta Beta Eta Chapter, College Park, MD | Vice President of Programs | Nov. 2016 – Nov. 2017

Salt Nantucket, Nantucket, MA | Stylist and Social Media Representative | May 2016 – Jan. 2017

Free People, Natick, MA | Stylist and Sales Associate | Nov. 2014 – Nov. 2015

## EDUCATION

University of Maryland | College Park, Maryland | Multiplatform Journalism Major | 2019 graduate

## SKILLS

**Proficient in the following:** Email marketing with Active Campaign and Mailchimp | Adobe Creative Cloud applications (InDesign, Premiere, Audition and Photoshop) | HTML and CSS languages | Google AdWords, WordPress and Microsoft Office Suite | Social media platforms including Instagram, Facebook and Twitter