

# SAMANTHA LAURIELLO

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## PROFESSIONAL EXPERIENCE

*Travel + Leisure* - Social Media Editor April 2021 — Present

- Lead growth across all social media channels, emerging platforms, and Apple News
- Finished 2022 at 130% of goal for sessions back to site from social channels
- Present weekly, monthly, and quarterly data reports with actionable insights and strategy points
- Pitch and produce social-first content franchises and collaborate with sales on client integration
- Produce, shoot, and edit various short-form video series, growing Instagram video views by more than 100%
- Manage one junior editor and 15-20 regular contributors

*Travel + Leisure* - Associate Social Media Editor January 2020 — April 2021

- Acted as the interim social lead and oversaw growth across all channels
- Increased sessions back to site from Instagram feed by 225% in six months
- Launched the TikTok and grew the page to over 250K followers in a year
- Developed the podcast promotion strategy, leading to over 100K downloads in the first season

*Health* - Digital Assistant Editor October 2018 — January 2020

- Pitched, wrote, and produced 2-3 news articles per day and 5-7 evergreen articles per month
- Used CrowdTangle to identify trending topics on social media and pitched new ways to cover them
- Developed SEO strategies using SEMrush and Google Trends and ensured all content was optimized
- Line edited and copyedited news and evergreen articles as needed

*Health* - Editorial and Social Media Intern July 2018 — October 2018

- Pitched, wrote, and produced 1-2 news articles per day and 3-5 evergreen articles per month
- Used SocialFlow to manage the brand's Twitter account with 3.4 million followers
- Established a network of expert sources, including dietitians and medical doctors

*PopSugar* - Lifestyle Writer December 2017 — October 2018

- Pitched and wrote original lifestyle articles, galleries, and listicles for the digital publication
- Utilized Google Trends to identify newsworthy and trending topics related to wellness and food
- Packaged all content according to the brand's social media and SEO strategies to drive traffic

## EDUCATION

New York University,  
New York, NY  
June 2018 — July 2018  
Summer Publishing Institute - Certificate, Publishing

The Pennsylvania State University,  
State College, PA  
Class of May 2018  
Bachelor of Arts - Print and Digital Journalism  
Focus - Nutritional Sciences  
Minors - Spanish Language, International Studies  
Graduated Cum Laude

Tecnológico de Monterrey,  
Guadalajara, Mexico  
January 2016 — May 2016  
International Program

## AWARDS

The 2017-2018 Hearst Journalism Awards -  
Finalist Feature Writing  
Finalist Breaking News Writing

## SKILLS

- Google Analytics
- True Anthem, SocialFlow, Dash Hudson
- CrowdTangle
- HTML, CSS
- Content management systems
- Photoshop, Premiere, InDesign, InCopy
- Photography, videography

LANGUAGES English, Spanish