

SAMANTHA LAURIELLO

samjlauriello@gmail.com ♦ samanthalauriello.com

PROFESSIONAL EXPERIENCE

Travel + Leisure - Social Media Editor April 2021 — Present

- Lead growth across all social media channels, emerging platforms, and Apple News
- Finished fiscal year '21 at 130% of goal for sessions back to site from social channels
- Create and analyze weekly, monthly, and quarterly data reports to inform the overall strategy
- Launched T+L's TikTok and grew the page to be one of the largest in the Meredith portfolio
- Manage one junior editor and oversee daily content scheduling across all social platforms
- Pitch and produce sellable social-first franchises and collaborate with sales on client integration

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

- Acted as the interim social lead and oversaw growth across all channels
- Grew sessions back to site from Instagram feed by 225% in six months
- Scheduled content across all social platforms daily
- 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
- CrowdTangle
- SEMrush
- HTML, CSS
- Content management systems
- Photoshop, Premiere, InDesign, InCopy
- Photography, videography

LANGUAGES English, Spanish