

Ann-Marie Alcántara

POPSUGAR Inc.

Assistant Tech Editor, [POPSUGAR Profile](#)

San Francisco, CA
January 2016 - Present

- Pitch, create, and write 2-4 pieces of daily content for POPSUGAR Tech
- Manage and assign 2-4 pieces of trending content to editorial assistants, interns, and contributors
- Analyze and implement long-term content strategy and traffic goals
- Attend and cover live events like CES, SXSW, Google I/O, WWDC, and TwitchCon

Editorial Assistant, Tech

April 2015 - December 2015

- Pitched, created, and wrote 4-6 pieces of daily content for POPSUGAR Tech
- Managed Facebook, Instagram, and G+ social channels

The Bold Italic

Paid Editorial Intern

San Francisco, CA
December 2014 - April 2015

- Pitched, created, and wrote hyperlocal content with a focus on breaking news
- Learned and found new ways of telling San Francisco stories that were both viral and worth sharing
- Supported the editorial team with any content or administrative needs

More Than Me

Communications Assistant

Remote
October 2014 - January 2015

- Researched and wrote blog posts
- Pitched national and international media reporters and outlets
- Assisted with social media needs on Facebook, Twitter, and LinkedIn

BuzzFeed

Paid Editorial Fellow, [BuzzFeed Profile](#)

New York, NY
May 2014 - September 2014

- Pitched and wrote content for a variety of verticals with an emphasis on social sharing and viral media
- Wrote posts that gained over 100,000 views with two million views total and counting
- Researched and wrote long-form stories that focus on cultural and gender issues, particularly in tech and science
- Worked with Photoshop Elements, HTML, and GIF Brewery to create content

Mashable,

Paid Editorial News Intern, [Mashable Profile](#)

San Francisco, CA
January 2014 - May 2014

- Pitched, researched, and wrote daily content for Mashable on a variety of verticals, including breaking news
- Supported the editorial team with research, fact checking, and copy editing needs

The Nature Conservancy

Paid Marketing Intern

San Francisco, CA
October 2013 - April 2014

- Managed The Nature Conservancy in California's [Facebook](#) page, as well as assisted with its [Twitter](#) account
- Helped edit, produce, and create digital content for The Nature Conservancy's California webpage
- Assisted with website production, including using Oracle and Joomla!
- Developed and wrote content for a monthly newsletter for 10,000 subscribers of The Nature Conservancy in CA

The Nature Conservancy

Paid Media & Public Relations GLOBE Intern

New York, NY
Summer of 2011; Fall Semester 2012; June 2013 - August 2013

- Assisted the senior media relations manager with researching and writing talking points for the production of a monthly television program on the environment on NY1
- Researched and wrote stories about Nature Conservancy personnel for national media outlets
- Created and wrote pitches for state, national, and international reporters that demonstrated the value of nature
- Contributions to NY1, *The New York Daily News* and *The New York Times*, The CBS Early Show, NBC Nightly News, and Women's Health Magazine

SKILLS

Working knowledge of AP Style, HTML, Adobe Photoshop, Final Cut Pro, iMovie, Audacity, Tweetdeck, Adobe Social
Knowledge with traditional and digital marketing techniques, social networking, fact-checking, and CMS experience
Foreign Language Abilities: Spanish

EDUCATION

Vassar College

Bachelor of Arts

Poughkeepsie, NY
May 2013

Major: Environmental Studies Minor: Urban Studies

2013 Jane Dealy and Woodrow Wirsig Memorial Prize in Journalism