

Samantha Manzella

Brooklyn-based writer and editor with a keen eye for digital media strategy and a passion for impactful, inclusive multimedia journalism

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EXPERIENCE

Logo (Viacom), New York, NY — Editorial Assistant

AUGUST 2017–PRESENT, NEWNOWNEXT.COM, LOGOTV.COM

Pitching, reporting, and writing LGBTQ-interest news stories and features, averaging 2 per day; assisting editorial staff with project management and outreach; and strategizing for social media.

- Grew Instagram following (@NewNowNext) from 35.5K to 38K from January 2018–December 2018
- Wrote 500+ news stories and features, ranking among the site's top 5 most read authors
- Wrote the site's all-time best performing evergreen story with more than 107K page views and 87K unique visitors
- Conceptualized, produced, and developed rollout strategies for video projects with high-profile talent (Mary Lambert, *Queer Eye's* Karamo Brown, *RuPaul's Drag Race's* Mayhem Miller, etc.)

Self-Employed, Brooklyn, NY — Freelance Writer and Editor

AUGUST 2016–PRESENT, SLMJOURNALIST.COM

Pitching, reporting, and writing features, op-eds, and personal essays for outlets like VICE (Tonic), The Riveter, Yahoo Lifestyle, *Chronogram*, *Hudson Valley Magazine*, *VISITvortex Hudson Valley*, and more.

Logo (Viacom), New York, NY — ASME Editorial Intern

JUNE 2017–AUGUST 2017, NEWNOWNEXT.COM, ASMEINTERNSHIP.ORG

Reported and wrote 40+ LGBTQ-interest news stories and features; organized with publicists on behalf of editors; and fact-checked stories, transcribed interviews, and posted to social media as needed.

- Selected from 300+ applicants for the American Society of Magazine Editors' prestigious summer internship program

EDUCATION

SUNY New Paltz, New Paltz, NY — B.A., Journalism

AUGUST 2014–AUGUST 2018

Minor in Women's, Gender, and Sexuality Studies. 3.93 final GPA.

SKILLS

Software Microsoft Office Suite, Google Docs, Google Sheets, Parse.ly, Adobe Photoshop, Adobe InDesign

CMS and Workflow Tools

Wordpress, Slack, Trello, Google Calendars

Publishing for the Web Basic

HTML/CSS, SEO

Social Media

Instagram, Facebook, Twitter, LinkedIn, YouTube

APPEARANCES

Panelist, "The Perils of Trans Visibility: Playing With Transgender Lives?" National Communications Association Conference, Salt Lake City, UT, November 2018

DISTINCTIONS

Outstanding Graduate, SUNY New Paltz Journalism Program, August 2018

Celebration of Writing Award of Distinction: Memoir and Nonfiction, SUNY New Paltz Creative Writing Program, May 2017