

Alison Caporimo

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EXPERIENCE

SEVENTEEN: Deputy Editor and interim Editor-in-Chief, Apr. 2017 – present

- Manage the website, which includes approving stories, editing all content, managing freelancers, pitching and assigning out features, devising SEO strategies to diversify our traffic portfolio, and brainstorming social strategy for Instagram, YouTube, Snapchat, and more
- Supervise our team of editors, fostering a positive work environment and working closely with junior editors to provide career guidance and professional growth
- Oversee our robust video schedule, giving video edits, brainstorming and helping produce new shows, and occasionally wrangling talent
- Work closely with the editor-in-chief to create *Seventeen* magazine's print editions
- Collaborate with sales and PR to develop creative strategies to sell and promote our content
- Hone what *Seventeen* stands for, producing content that deals with important topics like gender identity, sexuality, women's issues, and more
- Spearhead content that was a finalist for the 2017 ASME Awards in the Social Media category

BUZZFEED: Senior Lifestyle Editor, Oct. 2014 – Apr. 2017

- Wrote and edited viral lifestyle news stories that received 6 million page views per month while managing a small team of writers
- Ideated, shot, and edited DIY and style videos for Facebook that have millions of views
- Worked with the branded team on important partnerships

READER'S DIGEST: Senior Associate Editor, Nov. 2011 – Oct. 2014

- Edited, wrote, and assigned stories for the following monthly sections in K4/InCopy: home, travel, money, pop culture, and in-depth features
- Wrote blogs for the website, programmed content in HTML

EVERY DAY WITH RACHAEL RAY: Associate Lifestyle Editor, Jun. 2011 – Nov. 2011

- Edited and wrote entertainment, DIY, celebrity and style features

ALLURE: Editorial assistant, Jun. 2010 – Jun. 2011

- Wrote beauty and style content, contributed to features, and managed site re-launch

THE NEW YORKER: Freelance research assistant, May 2010 – May 2011

- Transcribed and fact-checked features for long-time staff writer and author Mark Singer
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FREELANCE

- Former content strategist for PR School (2016) where I consulted on creative content and marketing ideas for entrepreneurs
 - Craft tutorial writer for Blueprint (a DIY subscription service owned by NBC)
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BOOKS

- *THE JEWELRY RECIPE BOOK*: Workman Publishing (Artisan), Fall 2014
 - *INSTACRAFT*: Ulysses Press, Fall 2013
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TRAINING EDUCATION AWARDS

MEDIA TRAINING: Received training for television appearances and radio interviews; made appearances on NBC for television segments

EDUCATION : New York University, English literature major & creative writing minor

AWARDS: Winner the Hearst Spotlight Award for editorial excellence in 2019

SKILLS

SOFTWARE: Adobe Premiere, Social Flow, True Anthem, InCopy, Adobe PhotoShop, Word Press, iMovie, basic HTML, SEO

SKILLS: Film editing, photo editing, social media strategies, styling