

Janine E. Mooney

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EXPERIENCE

Advantage Business Media » Rockaway, NJ • **10.2014 – Present**

Editorial Content Director: Design Engineering Group (DEG) • 03.2016 – Present

- + Collaborate with clients, CCO, marketing and sales on all DEG branded content programs (including complex, multi-platform programs). Leverage content across online, social, video, and print channels.
- + Oversee, project manage and execute all aforementioned editorial sponsored content from start to finish. Write and edit branded, search engine optimized (SEO), data-driven custom content.
- + Develop relationships with and manage freelance writers and editors, as well as all contributed content.

Editor in Chief: Wireless Design & Development + Electronic Component News • 10.2014 – Present

- + Serve as the brands master storyteller responsible for leading the creation of compelling stories for print and digital properties. Create/package content around conferences and trade shows.
- + Develop short- and long-term strategies in coordination with the content leadership team to produce and maximize the use of a high volume and wide variety of mixed media content in support of our brands with the purpose of engaging new and existing audiences.
- + Ensure all print and digital content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search across all channels.
- + Oversee distribution, scheduling and maintenance of digital content including but not limited to feature articles, blogs, photos, and embedded videos across online channels and social media platforms to increase traffic to digital properties. Develop and manage functional content calendar.
- + Manage all brand associated editors and freelancers.

New Jersey Family Magazine (Kids Monthly Publications, LLC) » Summit, NJ • **01.2013 – 10.2014**

Digital Editor

- + Developed short- and long-term strategies in coordination with the editorial director to produce a wide variety of mixed media content in support of our brands with the purpose of engaging new and existing audiences.
- + Oversaw, project managed and executed all digital content from start to finish. Wrote and edited SEOed content, including articles, blogs, etc. Oversaw distribution and scheduling of newsletter and eblasts.
- + Managed and maintained all website properties, including social media platforms (Facebook, Twitter, Pinterest, LinkedIn, Google+, Reddit, etc.).
- + Supervised junior editors and writers. Acted as the point of contact for website development team.
- + Successfully managed the creation and launch of a responsive website from the ground up.
- + Drove unique visitors to the website up more than 298 percent in first year; continued to increase viewers month-over-month (MoM). Increased Facebook followers more than 80 percent.

Advantage Business Media » Rockaway, NJ • **06.2011 – 01.2013**

Editor: Wireless Design & Development

- + Led the creation of compelling stories for print and digital properties.
- + Wrote/edited content (articles, blogs and product reviews) for print and digital properties.
- + Scheduled and managed print layout, content and production; Created and distributed daily newsletters.
- + Created/package content around conferences and trade shows.
- + Ensured all content was on-brand, consistent, and optimized for search across all channels.
- + Managed all brand social media pages, including: Facebook, Twitter, LinkedIn, Pinterest, Google+.
- + Drove unique visitors up 60 percent in first month working on the publication; Continued to increase MoM.
- + Planned and executed print magazine redesign, including layout, editorial strategy and a marketing plan.

Our State Magazine » Greensboro, NC

Editorial Intern • 01.2011 – 05.2011

Pace Communications (Destination Publishing Group) » Greensboro, NC

Editorial Intern • 08.2010 – 12.2010

Courier-Post Newspaper (Gannett Co. Inc.) » Cherry Hill, NJ

Reporter/Editorial Intern • 05.2010 – 09.2010

EDUCATION

High Point University

High Point, NC • May 2011

B.A. English – Writing

Minor: **Journalism**

HONORS

English Honor Society

Sigma Tau Delta • 2007 – 2011

SKILLS

- Publishing
- Content Development
- Content Management
- Sponsored Content
- Team Management
- Social Media Marketing
- Adobe Photoshop + InDesign
- Content Management Systems: Drupal; Rivista; Ektron; WordPress
- Search Engine Optimization (SEO)
- Google: Analytics; AdWords; Webmaster Tools; Keyword Planner
- Basic coding: HTML, HTML5, CSS3
- Adobe Analytics / Data Analysis
- HubSpot (Inbound Marketing)

ACTIVITIES

Montclair Travel Softball

Head Coach • 03.2015 – Present

Montclair Editors and Writers

Member • 2011 – Present

HPU Writer's Club

President • 2008 – 2011

Campus Chronicle

(HPU Newspaper)

Staff Writer • 2008 – 2011

HPU Field Hockey Team

Mid-Fielder • 2006 – 2011

USA Field Hockey Futures

Member • 2004 – 2015

Habitat for Humanity

Volunteer • 2008 – 2011

Zeta Tau Alpha Sorority

Service Chair • 2008 – 2010