

# MADELINE MERINUK

## CONTACT INFORMATION

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## EDUCATION

### **Hofstra University**

Fall 2017–Spring 2021

B.A. IN JOURNALISM

- 3.8 GPA - School of Communications
- 3.66 GPA - General

## RECENT NOTABLE ACHIEVEMENT

- Exclusively interviewed Emily Ratajkowski about her new podcast, "High Low."

## FREELANCE BYLINES

- BRIDES
- The Knot
- Playbook Technologies Fitness
- Children's Hospital of Philadelphia Blog

## SKILLS

- Google Suite
- Microsoft Office
- Adobe Photoshop, Lightroom & Premiere
- Multiple CMS servers
- SEO knowledge, including Google Analytics and Yoast
- AP Style proficient
- Shortstack
- Infogram
- Canva
- SailThru
- MailChimp
- Chartbeat
- Smartsheet
- Airtable

## WORK EXPERIENCE

### Associate Newsletter Editor - NBCUniversal - TODAY Show

**November 2021 - Present**

- Send daily newsletters for various verticals and stay organized to maintain each one successfully
- Write and update trending and SEO stories with clean copy, optimized headlines and fast turnarounds
- Complete original reporting for stories, including with celebrities and high-profile individuals
- Be the go-to contact for producers of The TODAY Show for any digital needs, including building TODAY.com landing pages
- Gain an acute awareness of the TODAY brand through consistent writing and administrative tasks

### Junior Editor - Weber Shandwick

**August 2021 - November 2021**

- Manage assignments across high-profile accounts, including *YouTube*, *Novartis*, *GSK*, and *Royal Caribbean*
- Generate and produce stories, social posts and eCRM copy for clients
- Work autonomously between accounts to coordinate project deadlines
- Apply copyediting and writing expertise across client base, keeping in mind messaging and brand voice

### Editorial Intern - NBCUniversal - TODAY Show

**January 2020 - May 2020**

- Pitch and write relevant and original lifestyle article ideas for publication during the COVID-19 outbreak
- Write short stories with a fast turnaround, as well as long-form pieces that require more research
- Create infographics for articles
- Top performing article reached over 800k views

## AWARDS

- Placed in Top 20 for a **National Hearst Award** in the Enterprise Reporting category
- Placed 2nd of 10,000 submissions for **Society of Professional Journalists** Region 1 Mark of Excellence Award
- Received two awards from the **Press Club of Long Island**: 3rd in Narrative Education Reporting category, and 2nd in Narrative News Reporting