

NICOLE ORTIZ

WRITER | EDITOR

WORK EXPERIENCE

ADWEEK

Senior Editor | October 2019–Present

- Editor of the Trending section in the magazine: well-researched, insightful, and analytical long-form pieces on industry trends and analysis.
- Editor of smaller magazine departments, including an infographic, an opinion column, and a deep-dive into legacy brands with unique histories.
- Oversee SEO initiatives in the newsroom. Launched Adweek's first SEO plugin and work across teams to optimize written and video content.
- Host video and podcast interviews with industry executives, such as the executive director of The New York Times' content studio, agency founders, and various CMOs.
- Assist with managing the Story Desk, Adweek's team of copy editors who oversee all web and digital initiatives. Work across teams and improve the quality of stories, sharpen Adweek's voice, and make copy consistent across the site.
- Wrote a cover story interviewing mogul DJ Khaled and wrote a digital feature about 2020 presidential frontrunners audio branding, which I then discussed in a Cheddar interview.

Community Editor | February 2018–October 2019

- Singlehandedly managed the Voice column, featuring opinion and advice articles from industry leaders like the CMO of Google, P&G chief brand officer, Facebook executives, and Burger King's CMO.
- Grew the channel 65% in a year (over 560,000 views in 2018) and saw over 1.5 times more views to make up between 2.3–3.3% of overall site traffic. Opinion contributions regularly led the month's traffic and helped meet impressions goals.
- Launched Voices in Adweek opinion column newsletter, which is one of the top-performing newsletters each week since its debut.
- Founded the diversity and inclusivity taskforce, overseeing written articles, podcasts, and videos on any D&I topics.
- Produced and cohosted Adweek's first Hispanic Heritage Month and Pride Month podcasts. Produced and storyboarded first Black History Month and Women's History Month podcasts.

SCHOLASTIC

Freelance Copy Editor/Proofreader | April 2015–Present

- Copy edit and proofread young adult fiction and children's fiction manuscripts physically and electronically using the Chicago Manual of Style and Merriam-Webster as guides. Update novel-specific style guides as necessary.

BEST LAWYERS

Managing Editor | September 2016–February 2018

- Editor of all print and web features and short-form editorial content. Chose creative direction and themes for magazines and worked with freelance reporters and design team to publish dynamic and unique publications each quarter.
- Redesigned website, launched an SEO plugin, and overhauled content from print to digital. Helped bring digital viewership from 1.5 million to 3.5 million through social strategy, SEO optimization, analytics assistance, and marketing.
- Copy edited using the Chicago Manual of Style and house style guide, then proofread magazine pages.

CONTACT



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EDUCATION

BINGHAMTON UNIVERSITY
Bachelor of Arts in Creative Writing
and Italian, 2011

UNIVERSITÀ DI SIENA, ITALY
Study Abroad, 2010

THE NEW SCHOOL
Teaching English to Speakers of
Other Languages Certificate, 2019

LEADERSHIP

POYTNER LEADERSHIP ACADEMY
FOR WOMEN IN MEDIA, 2020

WOMEN IN DIGITAL
Community Chair, Advisory Board,
2018-2019

- Oversaw community management in New York. Ran social media pages, planned monthly events, and communicated updates with members.