

M. VERONICA LINARES

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EDUCATION

Bachelor of Science in Journalism, University of Florida, Gainesville, Fla. (August, 2011)
Concentration in Business Administration

EXPERIENCE

United Press International, Washington, D.C.

Content Marketing Manager, April 2015 – Present

- Implement online marketing and SEO strategies to increase web traffic.
- Collaborate with the Director of Digital Marketing in the management of site design, development and advertising efforts.
- Create slideshows, listicles and blog posts based on news trends and original photos.
- Use Google Analytics to test visitor engagement and content placement and make recommendations based on results.
- Oversee production of the home page, story pages and section pages.
- Ensure optimal use of all multimedia content on the site.
- Monitor site for problems and work with IT department to correct them.
- Collaborate with the editorial team in story selection.
- Contribute with social media and outreach efforts.

Trending Web Editor, July 2014 – April 2015

- Wrote ten stories per day for the site's trending section.
- Created viral content using trending keywords from search sites and social media.
- Used analytics to track popularity of items and created content based on results.
- Carried out all tasks for both the English and Spanish versions of the website.
- Doubled number of PPVs for UPI Español over a four-month period.

Web Producer, March 2012 – July 2014

Web-Marketing Intern, August 2011 - March 2012

The North Florida Herald, Gainesville, FL

Photojournalism Intern, April 2011 – August 2011

- Shot photos and video assignments to illustrate stories for print and the web.

INsite Magazine, Gainesville, FL

Design Intern, January 2011 – April 2011

- Designed page layout for INsite Magazine and the North Central Florida Business Report Magazine at own discretion.

SKILLS

- Blogging.
- Proficient in Adobe **In Design** and **Photoshop**, **Final Cut Pro** & **Photo Mechanic**.
- Advanced **digital, film, studio lighting and flash** photography.
- Experience **designing and creating content** for **social media** and **web pages**.
- Fluent in **Spanish**, conversational **French**.