

Christy Piña

EXPERIENCE

SOCIAL MEDIA COORDINATOR, THE HOLLYWOOD REPORTER

New York, N.Y. | February 2021 - Present

- Analyze social media channels to inform paid promotional discussions
- Collaborate with staff from across magazine verticals to highlight key news
- Engage audiences on Facebook, Twitter and Instagram through strategies including live-tweeting events

DIGITAL FELLOW, WOMAN'S DAY MAGAZINE

New York, N.Y. | July 2020 - January 2021

- Wrote and edited clean, well-reported news, culture and lifestyle stories
- Optimized all stories for search; ensured they feature inclusive and diverse voices

ASSISTANT MANAGING EDITOR, "MOVING STILL"

New York, N.Y. | March 2020 - June 2020

- Directed the team dedicated to promoting our book and increasing sales
- Fact-checked, edited and proofread weekly newsletters and social media posts
- Raised more than \$1,000 for the Coalition for the Homeless in New York City through book sales and Instagram Lives

ONLINE EDITORIAL INTERN, THE HOLLYWOOD REPORTER

New York, N.Y. | November 2019 - February 2020

- Represented the publication at red carpets, charity dinners and movie premieres
- Interviewed various celebrities about the projects they were working on
- Covered the major 2020 award shows, including the Oscars and the Grammy's

SEX & DATING WRITER, ELITE DAILY

Miami, Fla. | June 2018 - August 2019

- Created dating, sex and celebrity relationship content for millions of monthly readers, writing several stories each day
- Spoke to over 50 experts in sex, relationships, body language, psychology and marriage and family therapy to make my stories more informative and legitimate

FREELANCE WRITER, IRVING PUBLICATIONS

Miami, Fla. | May 2018 - August 2019

- Pitched and wrote pieces and blog posts published in print and online

REPORTER, WUFT NEWS

Gainesville, Fla. | August 2017 - May 2018

- Investigated overlooked issues in the community and created enterprise stories
- Photographed events, such as the campus-wide Richard Spencer protest

WRITER & PHOTOGRAPHER, THE INDEPENDENT FLORIDA ALLIGATOR

Gainesville, Fla. | January 2015 - May 2018

- Wrote pieces for the local newspaper on strict deadline, covering issues like sexual assault stigma, mental health, suicide prevention and Alzheimer's
- Photographed numerous events and speakers across the city

SOCIAL MEDIA INTERN, LATINA MAGAZINE

New York, N.Y. | January 2017 - April 2017

- Composed and scheduled social media posts on Latina Magazine's accounts
- Produced and filmed The Latin Kitchen's weekly Facebook Live

STAFF WRITER, COLLEGE MAGAZINE

Miami/Gainesville, Fla. | October 2016 - September 2017

- Worked with multiple editors on weekly writing assignments
- Promoted articles across all social media platforms

CONTACT

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EDUCATION

MASTER OF SCIENCE

Journalism, Columbia Journalism School,
New York, N.Y. | May 2020

BACHELOR OF SCIENCE

Journalism, University of Florida,
Gainesville, Fla. | May 2018
Outside concentration in Psychology

SKILLS + ACTIVITIES

MULTIMEDIA

Photo, Video, Audio, Adobe Audition,
Adobe Premiere Pro, Avid, iMovie

GRAPHIC DESIGN

Adobe Illustrator, Adobe InDesign,
Adobe Photoshop

WEB DESIGN

HTML, CSS, JavaScript

DIGITAL

CMS, SEO, Hootsuite, TweetDeck, Later,
SocialFlow

LANGUAGES

English (AP Style), Spanish (fluent), French
(conversational)

LEADERSHIP

Columbia University:
Co-President, National Association of
Hispanic Journalists Chapter; Speaker's
Bureau, Society of Professional Journalists

University of Florida:
Diversity Task Force Chair, Florida
Magazine Student Association; College
of Journalism and Communications
Ambassador