

VICTORIA GIARDINA

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Digital Portfolio: <https://www.victoriagiardina.com>

EDITORIAL EXPERIENCE

New York Post – New York, NY

July 2022 – Present

Commerce Journalist & Content Strategist

- Oversees editorial content strategy among our team of writers by pitching and writing SEO-optimized evergreen content, along with timely deals
- Consistently communicates with brands to develop and strengthen e-commerce partnerships (including CPAs), both organically and paid
- Serves as the main point of contact on the editorial side for our Amazon Associates partnership to achieve monthly revenue goals by category
- Creates monthly content audits for the team to use as a forward-thinking resource when developing seasonal and evergreen shopping strategy
- Created our team's Shopping Editorial Calendar to highlight specific update dates and how to optimize already published content
- Garnered 14.1M page views, 10.5M unique visitors, 17.1M overall readership minutes and 708 stories published in total since June 2021

Commerce Journalist

June 2021 – June 2022

- Generated 8.42M page views, 6.44M unique visitors, 11.1M overall readership minutes and 501 stories published in a 12-month period
- Earned the Commerce Team \$78K in revenue for our first annual Spring Shopping Event through exclusive codes and paid Premier offers
- Uses Google Trends and in-house performance data to track performance and iterate on successes for future gift guides and roundups
- Maintain and update our Evergreen Content roster weekly, providing targeted formatting and SEO recommendations for team-wide updates
- Spearheaded New York Post Shopping's "Product Reviews" and "Influencer Picks" tags, the latter bringing feature-style coverage to the site
- Produces issues for our weekly shopping newsletter, *Post Wanted*, on a regular basis
- Creates engaging, custom feature/lead images for the New York Post Shopping homepage in Adobe Photoshop

Business Insider – New York, NY

January 2021 – June 2021

Buying Guides Fellow, Insider Reviews

- Pitched and curated [editorial content](#), buying guides, and e-commerce roundups for an audience of more than 375 million users
- Recommended the best products and services to readers based on extensive research and methodology-driven product testing
- Updated [buying guides](#) across all verticals, integrating expert advice, DEI reporting, internal linking, and up-to-date formatting
- Collaborated on an editorial calendar for both long-term and quick-turnaround content with a keen eye to seasonal events and trends
- Created a 2021 SEO calendar with search peak ranges and publishing recommendations as a reference tool for the team

CNN – New York, NY

October 2020 – December 2020

CNN Underscored Editorial Intern

- Assisted the e-commerce team with brainstorming, pitching, and writing [health, style, tech and travel content](#) for CNN.com
- Researched top-rated products for digital pieces, especially for Amazon Prime Day, Black Friday, and Cyber Monday shopping guides
- Created affiliate links for produced content, working with brands like Apple, Sephora, and Target to produce shopping features
- Analyzed content-related SEO on Google Trends and SEMrush to strategize best time periods to publish evergreen roundups
- Contributed to the growth of CNN Underscored in the fourth quarter with a 2 million increase in site traffic since 2019

WebMD/ Medscape – New York, NY

June 2020 – August 2020

Medical Editorial Intern

- Collaborated with the editorial team and medical experts to produce the [COVID-19 news update](#) three times per week
- Produced social media content for medical professionals on Facebook and Instagram platforms
- Analyzed health studies and scientific [research](#), discerning which were credible to incorporate into [editorial pieces](#)
- Presented social media analytics to Medscape and WebMD to improve digital audience engagement

The Dr. Oz Show – New York, NY

May 2019 – August 2019

Digital Editorial Intern, DoctorOz.com

- Pitched original article ideas and collaborated on segments for the Daytime Emmy Award-winning "The Dr. Oz Show"
- Increased page views on DoctorOz.com by integrating SEO strategies on the content management system
- Wrote copy for The Dr. Oz Newsletter daily, exploring the relationship between digital media and television production
- Researched nutritional data and edited images on Adobe Photoshop to build recipes for "The Dish on Oz!" segment

EDUCATION

The College of New Jersey – Ewing, NJ

August 2018 – May 2021

Cumulative GPA: 3.92

Bachelor of Arts in Journalism and Professional Writing, Minors in Communication Studies and Interactive Multimedia

- Honors Program; Dean's List (all semesters)
- New York Women in Communications (NYWICI) Scholarship Recipient

SKILLS

Pitch Development, Editorial Strategy and Organization, Search Engine Optimization (SEO), Google Trends, SEMrush, Content Management Systems (CMS, including WordPress), Adobe Photoshop, Affiliate Marketing, Canva, Datawrapper, Feature Writing, AirTable, SailThru, Parse.ly, Amazon Associates, Trackonomics, Skimlinks, Howl