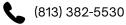
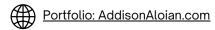
Addison Aloian









EXPERIENCE

Women's Health Magazine

Editorial Assistant // New York, New York // June 2022 - present

- Writes/updates 6-7 digital/print news and evergreen articles per week for fitness, life, health, beauty, and e-commerce
- Interviews celebrities like <u>Katy Perry</u>, <u>Kate Hudson</u>, <u>Hailee Steinfeld</u>, and <u>Sarah Hyland</u> for longform articles

Allure

Beauty & Pop Culture News Writer // New York, New York // February - May 2022

- · Wrote 1-2 beauty trend articles each morning and longer-lede trend reports; interviewed makeup and nail artists
- Updated the copy and headlines of articles according to SEO annual refresh guidelines

V Magazine + VMAN

Editorial Intern // New York, New York // September - December 2021

- Wrote 3-4 articles per day: pop culture news stories and fashion and beauty e-commerce listicles with WordPress
- Interviewed <u>Saweetie</u> and actress <u>Alex Shipp</u> for a Gen V vertical feature; worked with fashion and beauty publicists

L'Officiel USA

Editorial Intern // New York, New York // June - August 2021

- Wrote 3 stories on fashion, pop culture, and beauty news and/or evergreen content per day using DatoCMS
- Pitched 5-8 story ideas at weekly meetings; built and edited stories from print magazines

Modern Luxury Media

Editorial Intern // Remote // September 2020 - May 2021

- Interviewed celebrities like Bobby Berk and @FoodieMagician for Gotham Magazine, Ocean Drive, and more
- Started "Gotham Guide" weekly column of new NYC restaurant openings and worked with local hospitality publicists

Washington Square News

Deputy Culture Editor // New York, New York // March - December 2020

- · Pitched, transcribed and wrote articles for NYU's student newspaper such as profiles, reports and dining reviews
- · Edited other writers' articles and decided on budgeting and copy flow during production days

EDUCATION

New York University

Graduated Spring 2022, GPA: 3.918 / 4.000, Dean's List, Zeta Tau Alpha Sorority B.A. Journalism, College of Arts and Sciences B.F.A. Recorded Music, Tisch School of the Arts

SKILLS

- Research Databases: AP Newsroom, EBSCO Discovery Service, LexisNexis, ProQuest
- Content Management Systems (CMS): Morweb, DatoCMS, Copilot, WordPress
- SEO Training: Keywords, SEO Titles, Meta Descriptions, Links, Image Optimization, Refresh Pieces, E-Commerce
- Cloud Collaboration Service Spreadsheets: Airtable
- Social Media & Branding: Instagram, Twitter, Facebook, Facebook Live Video
- Video Editing: Adobe Premiere Pro, iMovie, Windows Movie Maker
- Microsoft Office: Microsoft Word, Microsoft Excel, Microsoft Publisher, Microsoft PowerPoint, Microsoft OneNote