

Monica Riese

Editor, manager, organizer, baker, and resident Swiss Army knife

511½ Grove Avenue
Raleigh, NC 27606
(281) 733-8100
ml.riese@gmail.com

EXPERIENCE

Freelance — Copy editor, fact checker, writer

JAN. 2021 – PRESENT

Copy edited and fact-checked special issues of *TIME* magazine and other Bauer publications. Reviewed and annotated PDFs with design issues, proofreading errors, and rewrite suggestions. Checked facts for trivia app Big Brain, covering an array of topics, and helped refine in-house style guide. Wrote social media blurbs and crafted and edited partnership content for We Rate Dogs, matching brand voice and style. Assisted with the launch of the 15/10 Foundation and a branded treat. Guest edited for The Markup and JCK Online.

The Daily Dot — Director of Production

AUG. 2017 – DEC. 2020

Analyzed Facebook performance and overhauled strategy to triple audience engagement. Built subscription pipeline for 10 newsletters and curated and sent six campaigns weekly, gathering data from A/B tests and applying results to subsequent issues. Recruited vendors for technical SEO projects. Maintained platform backlog and editorial style guide, including input from stakeholders. Edited weekly cover stories. Mentored two junior staff members, served on HR and salary review committees, edited streaming reviews, managed \$25,000 monthly production budget, plus:

Assistant Managing Editor

JAN. 2016 – AUG. 2017

Managed production contributors remotely. Pitched, wrote, edited, and promoted breaking news stories and SEO features. Audited section editors' work; collaborated with each to build improvement plans. Served as liaison with the Product team, including performing QA and training employees. Built and maintained editorial calendar and style guides. Proposed and implemented programs for organizational health. Performed all the duties of the managing editor for five weeks, including fielding budget and legal questions.

Entertainment Editor

MAY 2014 – JAN. 2016

Managed up to 15 staff contributors and freelancers, plus accompanying budgets. Published an average of 250 stories per month, yielding steady growth in traffic toward a peak of 6.5M pageviews per month for the section.

Morning Editor

MAY 2012 – APRIL 2014

The Austin Chronicle — Senior Editor, Books and Screens

JAN. 2013 – APRIL 2014

Edited features and short news pieces for weekly print publication. Wrote news and reviews for print and online. Spearheaded digital and print coverage of SXSW Film and SXSW Interactive. Oversaw judging of 500-plus short stories for an annual contest.

Assistant News Editor

DEC. 2011 – FEB. 2013

Proofreader

MAY 2009 – DEC. 2011

SKILLS & LANGUAGES

Introductory level:

Italian, Photoshop

Moderate skill: InCopy,

InDesign, Emma,

Mailchimp, Italian.

Google Analytics

Expert: WordPress; Slack;

Microsoft Office and

Google Suite; Instagram,

Facebook, Twitter, Reddit

AWARDS

Dottie Award for

exceptional work at the

Daily Dot, July 2015

Finalist for AAN Award in

Breaking News, May 2013

Phi Beta Kappa

PANELS & PUBLICATIONS

Digital Newsrooms, 2016

Association of Alternative

Newsweeklies conference

Blogs v. Newspapers:

Getting the media to stop

talking past each other

(and start talking)

University of Texas, 2009

REFERENCES

Kimberley Jones, *Austin*

Chronicle editor-in-chief

Austin Powell, Facebook

News partnerships

Andrew Coutts, Gizmodo

interim editor-in-chief