

Mary Mazzone

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EXPERIENCE

Freelance Journalist

August 2013 – present

Write news and feature stories for multiple online publications.

Earth911 Media

May 2010 – August 2013

An online sustainable lifestyle publication that reaches more than 8 million unique visitors annually.

Assistant Editor

March 2013 - August 2013

Staff Writer

July 2011 - March 2013

Editorial Intern and Freelance Writer

May 2010 - June 2011

- Wrote up to 10 stories per week on eco-friendly lifestyle topics, as well as alternative energy and clean tech.
- Built readership via content discovery platforms and social media, with pageviews increasing by more than 70 percent between 2012 and 2013.
- Managed advertising spends for Google Adwords, Outbrain and StumbleUpon, with CTRs that consistently beat averages for each platform.
- Expanded Earth911's network of partner bloggers and publishers.
- Stories later published by the Huffington Post, the Daily Meal, Shareable Magazine, Sustainable Brands and local ABC, NBC and CBS network affiliates.

Northeast Times Star

May 2011 - December 2011

A weekly community newspaper that reaches 118,000 households in Northeast Philadelphia.

Freelance Writer: Reported on local lifestyle news, including a new restaurant review and community events coverage.

Plan Philly

January 2011 - May 2011

An award-winning alternative media news website that covers design, planning and development issues in Philadelphia.

Editorial Contributor: Multimedia reporting, including printed stories, videography and photography.

Philadelphia Neighborhoods

January 2011 - May 2011

A publication of the Multimedia Urban Reporting Lab at Temple University that seeks to tell stories in the under-covered and underserved neighborhoods of Philadelphia.

Multimedia Contributor: Reported on breaking news and ongoing social issues in Philadelphia's Francisville section. Shot, edited and produced video and audio segments to accompany written features.

Philadelphia Daily News

Spring 2011

One of the two largest daily newspapers in Philadelphia, reporting on breaking news, politics and social issues.

City Desk Intern: Published work included a front-page story, breaking news coverage and AP-syndicated articles.

Technically Philly

Summer 2010

A Philadelphia technology news and events network that reaches 45,000 unique visitors per month.

Editorial Intern: Reported local technology news to appear on technical.ly/philly, including a story that was later published by Philadelphia Magazine's Philly Post. Curated a weekly column highlighting local tech events.

TECH SKILLS

AP Style, Wordpress, LexisNexis, Adobe Photoshop, InDesign, Final Cut Pro, Dreamweaver, HTML, Google Analytics, Basecamp, Highrise, social media (Facebook, Twitter, Pinterest, Tumblr, Instagram, LinkedIn, Google+, Springpad, Hootsuite), online advertising (Google Adwords, Outbrain, StumbleUpon Paid Discovery)

EDUCATION

Temple University, Philadelphia, PA

Bachelor of Arts, Journalism, May 2011, *cum laude*