

MARY MAZZONI

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EXPERIENCE

TriplePundit.com | Senior Editor

January 2014 – present

An online media platform for the triple bottom line: people, planet and profit. Covering topics like climate change, social justice and clean tech, TriplePundit reaches nearly 6 million unique visitors annually.

- **Run a team:** Manage a virtual newsroom of 15+ freelancers.
- **Inspire great stories:** Curate newsworthy leads for the freelance team. Work with hundreds of guest authors to develop content that suits the TriplePundit audience.
- **Maintain a voice:** Monitor daily content to maintain the TriplePundit voice. Curate weekly newsletters for 25,000+ subscribers. Post on behalf of TriplePundit to social media.
- **Develop and deliver sponsored content:** Collaborate with partners to develop compelling ideas for sponsored series. Work with the editorial and freelance teams to deliver stories that stand out.
- **Proof and publish:** Edit and publish all daily content.
- **Be a team player:** Assist with sales and partnership development. Filled in for both the Editor-in-Chief and Social Media Director during their respective maternity leaves.

Earth911 Media | Staff Writer & Assistant Editor

May 2010 – August 2013

An online eco-friendly lifestyle publication that reaches more than 8 million unique visitors annually.

- **Tell stories:** Wrote up to 10 stories per week on lifestyle topics, as well as alternative energy and clean tech.
- **Plan daily content:** Collaborated with the Managing Editor to plan monthly editorial calendars.
- **Facilitate growth:** Built readership via content discovery platforms and social media, with pageviews increasing by more than 70 percent between 2012 and 2013.
- **Build the network:** Managed advertising spends. Assisted with sales and brought on new sponsors.

Freelance Journalist

May 2011 – present

Penned news and feature stories for online and print publications. Work has appeared in the Huffington Post, AlterNet, The Daily Meal, Shareable Magazine, Sustainable Brands, and local ABC, NBC and CBS network affiliates.

Plan Philly | Editorial Contributor

January 2011 - May 2011

Philadelphia Daily News | City Desk Intern

Spring 2011

Technically Philly | Editorial Intern

Summer 2010

TECH SKILLS

Google Analytics, CMS (including Wordpress), AP Style, HTML, Adobe Photoshop, social media, online advertising

SPECIAL PROJECTS

Worked on two site redesigns (one in-house). Organized and promoted company events at conferences like SXSW Eco and BSR. International reporting, including coverage of the U.N. COP21 climate talks in Paris, Abu Dhabi Sustainability Week in the UAE and the Volkswagen e-Golf launch in Braunschweig, Germany.

EDUCATION

Temple University, Philadelphia, PA
Bachelor of Arts, Journalism, May 2011, *cum laude*

Find me on social media: @mary_mazzoni | LinkedIn.com/MaryMazz