

MARY MAZZONI

Philadelphia, PA | marymazzoni@gmail.com | (484) 794 – 8306

EXPERIENCE

Contract Writer and Editor

May 2011 — present

Recent clients include Conscious Company Media and the Silicon Valley Community Foundation.

TriplePundit.com | Senior Editor

January 2014 — July 2017

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

- **Run a team:** Managed a virtual newsroom of 15+ freelancers.
- **Inspire great stories:** Assembled newsworthy leads for the freelance team. Edited and published 8-10 stories per weekday.
- **Maintain a voice:** Monitored daily content to maintain the TriplePundit voice. Created weekly newsletters for 25,000+ subscribers. Posted on behalf of TriplePundit to social media.
- **Develop and deliver sponsored content:** Collaborated with partners to develop compelling ideas for sponsored series. Worked with the editorial and freelance teams to deliver stories that stand out.
- **Be a team player:** Assisted 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 technology.
- **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.

SPECIAL PROJECTS

- **Growing platforms:** Worked on two site redesigns for online media companies. Extensive experience in editorial and traffic-building strategies, as well as optimizing content for the Web.
- **Building engagement:** Organized and promoted company events at conferences such as SXSW Eco and BSR. Experience using social media tools like Twitter chats to build readership for online publications.
- **International reporting:** Reported breaking news at international events, including Abu Dhabi Sustainability Week and the landmark COP21 climate talks.
- **Thought leadership:** Wrote a 28-page guide on business alignment with the United Nations Sustainable Development Goals and spoke on panels as an expert on the topic.

TECH SKILLS

AP Style, CMS (including Wordpress), SEO optimization, Google Analytics, HTML, social media, online advertising

EDUCATION

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

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