

MONICA FIKE

6846 Los Verdes Dr., Unit 2
Rancho Palos Verdes, CA 90275

(917)703-2125
monifike@gmail.com

EMPLOYMENT

Content/homepage editor **MSN.com** *May 2017-present*
Work from home

- Publish news, content to homepages across MSN network, including Microsoft Edge's default homepage
- Vet and solicit articles from numerous channel partners corresponding to breaking news and news of the day
- Write and edit headlines that encourage users to click, thereby boosting CTR, PVs and MSN's daily traffic
- Track real-time data to identify trends and boost editorial success; publish content to our FB, Twitter pages

Curator, News Editor **FACEBOOK** *February 2014-July 2016*
Worked from home

- Developed editorial voice and strategy for Facebook news initiatives, including iOS mobile app Paper
- Gathered content from variety of publishers and increased click-through rates; surfaced top/trending news
- Monitored breaking news, enabled quick response to alerts within Paper and other unlaunched news products
- Collaborated with dev teams to troubleshoot and ensure usability of apps and tools in various testing phases

Editorial Director **SODAHEAD, INC.** *July 2010-August 2011*
Encino, Calif.

- Managed team of 10 writers and community outreach coordinators at social start-up polling platform
- Produced all content for site; assigned and edited stories on politics, entertainment and living news channels
- Launched editorial calendar and implemented new style and SEO guidelines for blogging team
- Built and monitored social media profiles on Twitter and Facebook; developed brand voice on platforms

Homepage Producer, **ABC NEWS** *February 2007-June 2010*
Social Media Coordinator *New York, N.Y.*

- Drove daily production and layout of site with focus on writing headlines, breaking news, emails and banners
- Coordinated with TV producers and on-air reporters to develop and edit cross-platform story coverage
- Pitched, featured and packaged content which helped lift ABCNews.com from #16 to #1 comScore ranking
- Spearheaded social media efforts by building Facebook, Twitter audiences to over one million followers

Associate Producer **FOX NEWS CHANNEL** *May 2006-January 2007*
New York, N.Y.

- Wrote copy for Weekend Fox Report hosted by Trace Gallagher, and other daily news hours on Fox
- Partnered with field producers to select optimum video and audio elements to enhance live shots

Production Assistant **FOX NEWS CHANNEL** *September 2004-May 2006*

- Gathered and cut all video and audio elements that aired on The Fox Report with Shepard Smith
- Assisted line, senior producers in control room with show timing based on videos and packages I edited

EDUCATION

University of Virginia **B.A. in French, minor in history** *Graduated May 2001*

- Dean's List: 1999 | ACC Academic Honor Roll: 1998 & 2001 | Varsity swim team: 1997-2000
- Staff writer for the Cavalier Daily: 2000-2001 | Member of Kappa Alpha Theta sorority

SKILLS

WRITING: Essays published on The Guardian and Huffington Post **CMS:** iNews, ConEd, Zenith | **Blog Platforms:** Tumblr, Wordpress, Blogger, Typepad, Medium | **Social Media:** Twitter, Facebook, Instagram, Snapchat, Pinterest, LinkedIn, Hootsuite, Tweetdeck | **Other:** Fluent in French, conversational in Spanish | SEO, Dropbox, Quip, Skype, OSX, Windows, Blue Jeans Network, Omniture, Chartbeat and Google Analytics

LEADERSHIP, COMMUNITY INVOLVEMENT, INTERESTS

New York Athletic Club, Captain of Swim Team 2009-2010 | **California Wildlife Center**, **Ace of Hearts Dog Rescue** Volunteer 2012-2014 / 2x Big Sur Marathon finisher, SUP & SCUBA, Camping