

# Mia R. Weber

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## EXPERIENCE

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### Family Media & The Baby Show Series

Director of Content

Mar. 2019 – Present

My responsibilities include acting as executive editor for *New York Baby*, *LA Baby*, and *Chicago Baby* magazines, advertorial fulfillment for clients, and management of social media channels for the New York Baby Show, LA Baby Show, and Chicago Baby Show. I also book speakers for all three Shows, act as on-site liaison for speakers and VIPs, and assist with marketing and PR initiatives.

### New York Family Magazine

Executive Editor

Jan. 2017 – Mar. 2019

Deputy Editor

Sept. 2015 – Dec. 2016

Senior Editor

Aug. 2014 – Aug. 2015

Associate Editor

July 2013 – Aug. 2014

My responsibilities included maintaining editorial calendars for print and digital content, assigning and editing short- and long-term features, and coordinating celebrity cover shoots. I also managed a team of freelancers and interns, created weekly e-newsletters, and oversaw all social media channels.

### UpSurge Media

Copy Writer

Nov. 2012 – July 2013

My responsibilities included creating copy for websites, blog posts, and social media content.

### Vermont Vows & WellWed Magazines

Contributing Writer & Editor (Freelance)

Sept. 2012 – Dec 2015

Editorial & Marketing Coordinator

Aug. 2011 – Aug. 2012

Social Media/Marketing Intern

June 2011 – Aug. 2011

My responsibilities included writing features for print and online, maintaining a database of editorial submissions, managing social media platforms and daily blogs, coordinating photo shoots, copy writing and editing, and special events production.

## EDUCATION

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### St. Michael's College, Colchester, VT | Class of 2011, Magna cum Laude

Bachelor of Arts in Media Studies, Journalism & Digital Arts; Minor in Political Science

Kappa Tau Alpha journalism honor society

### Vashon Island High School, Vashon Island, WA | Class of 2007

## SKILLS

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InCopy, InDesign, InSite, MailChimp, Microsoft Office, PhotoShop, WordPress, Google Analytics, AP Style, social media management and strategy, copy-editing, feature writing, photo shoot production, content management and direction, editorial calendar management, product writing, advertorial writing

References & samples of work available on request