

# JOLIE ZENNA

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## **EDUCATION**

### **Syracuse University, S.I. Newhouse School of Public Communications**

- Major: Magazine, News and Digital Journalism, Minor: Political Science, Graduation date: May 2024

## **EXPERIENCE**

### **Daily Mail Online**

#### *U.S. Assistant Social Media Editor, May 2024-Current Position*

- Create, edit and schedule browser and app notification copy in the CMS
- Create posts and manage Daily Mail Facebook accounts using Meta Business Suite and Socialflow
- Create engaging image posts using Photoshop
- Identify top-performing content and repeatable trends using analytics tools
- Track and analyze performance across multiple platforms using various metrics
- Share daily traffic reports and insights with the newsroom
- Identify content to boost traffic
- Live tweet breaking news and tentpole events
- Maintain consistent brand voice across all platforms
- Pitch viral, breaking, and social-friendly content to editorial teams
- Collaborate effectively with SEO and editorial teams

### **Betches Media**

#### *Content Intern, January-April 2024*

- Pitch and write entertainment/lifestyle articles in the CMS maintaining brand voice and tone
- Plan and update the content calendar used by editorial and social teams
- Create Ecommerce Instagram posts using engaging copy and images
- Write original copy for social media posts including Instagram and Facebook
- Assist in managing Betches Facebook account using Meta Business Suite
- Find content for social media curation by identifying top-performing content and trends

### **New York Post**

#### *Page Six Intern, June-August 2022/June-August 2023*

- Pitch up to 10 articles daily for the Page Six website based on researching trends
- Publish 6-10 celebrity, lifestyle and fashion articles per week on the Page Six digital site using the CMS
- Contact publicists for exclusive coverage
- Transcribe interviews in a timely manner
- Plan and update the editorial calendar for the Page Six team to utilize

### **The Newshouse - Syracuse University**

#### *Digital Producer August-December 2023*

- Write and publish digital Art and Culture articles using the CMS
- Write original copy for social media posts including Instagram, Twitter and Facebook to promote articles
- Manage spreadsheets and social media tools such as Later.com to plan posts and manage accounts
- Use Google Analytics to write traffic reports on viewership and engagement

## **SKILLS**

- MS Office Suite: Microsoft Word, Excel, Powerpoint
- Social Media: Instagram, Facebook, TikTok, Snapchat, YouTube, Twitter
- Google Workspace: Google Drive, Google Docs, Google Slides, Google Sheets, Gmail, Google Forms
- Adobe Creative Suite: Adobe Audition, Premiere Pro, Indesign, PhotoShop
- SEO
- WordPress
- Airtable
- RTA
- Parse.ly
- Meta Business Suite
- Socialflow