

ETHAN MARTINEZ

Digital Editor

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PROFESSIONAL SUMMARY

With over seven years of experience as a Digital Editor, I specialize in curating and enhancing online content that resonates with target audiences. My expertise in SEO, editorial strategy, and multimedia storytelling has consistently driven engagement and growth. I thrive in fast-paced environments, collaborating effectively with teams to deliver high-impact results.

WORK EXPERIENCE

Digital Editor Apr / 2020-Ongoing
Pineapple Enterprises Santa Monica, CA

- 1. Developed and executed engaging content strategies that significantly boosted readership.
- 2. Collaborated with web producers and designers to enhance user experience and content presentation.
- 3. Managed editorial calendars, ensuring timely publication of high-quality content.
- 4. Conducted thorough SEO analyses to optimize content for search engines.
- 5. Oversaw a team of writers and freelancers, providing guidance and feedback to elevate content quality.
- 6. Coordinated multimedia elements, including video and graphics, to enhance storytelling.
- 7. Analyzed audience metrics to refine content strategy and improve engagement.

Digital Editor Apr / 2018-Apr / 2020
Silver Lake Enterprises Seattle, WA

- 1. Executed strong SEO practices to improve search visibility and organic traffic.
- 2. Facilitated the curation and categorization of multimedia content for digital platforms.
- 3. Played a pivotal role in the successful relaunch of a high-traffic entertainment website.
- 4. Defined and maintained a consistent brand voice across all digital content.
- 5. Managed the maintenance and updates of the main website, ensuring content relevance.
- 6. Functioned as a key content creator, writer, and social media strategist.

EDUCATION

Bachelor of Arts in Communication Apr / 2016-Apr / 2018
University of Michigan Toronto, ON

Focused on digital media production and editorial processes.

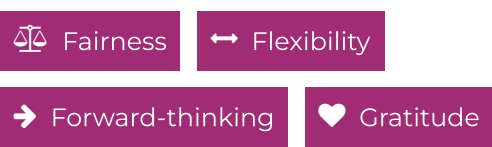
SKILLS



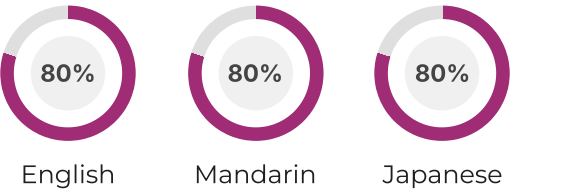
INTERESTS

- Gaming
- Fashion
- Film
- Technology

STRENGTHS



LANGUAGES



ACHIEVEMENTS

- Increased website traffic by 40% through strategic SEO enhancements and targeted content initiatives.
- Led a successful website relaunch, resulting in a 30% increase in user engagement metrics.
- Developed a new editorial calendar that improved content delivery efficiency by 25%.