

KELSI TRINIDAD

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WORK EXPERIENCE

Newsletters Editor, Manager

New York Magazine, March 2021 – Present

- Works with editors, writers, and creative departments to develop and launch new newsletter concepts across all of *New York's* brands
- Edits original writing and produces a roster of 21 newsletters across all of *New York's* brands
- Collaborates with social and business departments to build audience and promote initiatives
- Works closely with the data and analytics department to monitor newsletter performance and growth
- Consults with the product team to develop new branded components, to reimagine existing newsletters, and to troubleshoot issues
- Manages Associate Editor role and supervises all newsletter production and comment moderation
- Edits the nymag.com homepage

Producer, Digital Editorial

New York Magazine, November 2017 – March 2021

- Produced print magazine articles for both web and Apple News+ formats
- Edited and produced a roster of 14 daily, weekly, and monthly newsletters for *The Cut*, *Vulture*, *Grub Street*, *Intelligencer*, *Curbed*, and *New York Magazine*
- Editor of the nymag.com homepage
- Analyzed article performance and newsletter performance using *Chartbeat*, *Parse.ly*, and *Sailthru* analytics

Freelance Fact Checker and Fashion Producer

New York Magazine and *The Cut*, January – November 2017

- Verified factual accuracy of facts and quotes with original sources for print articles and features on a bi-monthly timeline
- Produced and wrote timely content for women's, men's, bridal, and couture fashion weeks
- Supervised a team of interns and photo editors

Contributor

Observer, January – August 2016

- Wrote and reported news and feature articles on style, culture, art, and technology
- Managed social media platforms and produced a daily news newsletter

EDUCATION

Master of Arts, Magazine Journalism

New York University, 2016

Bachelor of Arts, Communications Studies

University of California, Los Angeles, 2013

SKILLS

Writing Platforms

- Clay (*New York's* in-house CMS), Wordpress, Medium

Email Platforms

- Sailthru
- Mail Chimp

Software & Web

- iCloud News Publisher (Apple News+)
- Chartbeat, Parse.ly, Sailthru, and Google Analytics
- Adobe Photoshop, Illustrator, InDesign, Lightroom, and Premiere
- HTML5 and CSS
- Airtable