

Christina Rozar

Professional summary

Experienced Editorial Content Manager with over 12 years of expertise in developing, editing, and managing content for digital platforms. Proven ability to lead editorial teams, create high-quality written content, and execute content strategies that drive engagement and traffic. Adept at collaborating across departments to ensure brand consistency and content optimization. Passionate about storytelling and maintaining editorial standards.

Experience

Editorial Content Manager

2020 - Now

The New York Times / New York, NY

- Lead a team of 12 writers and editors in producing daily content across news, opinion, and lifestyle sections.
- Develop editorial calendars and manage content production for the website, ensuring timely publication of articles.
- Work closely with the SEO team to optimize articles for search engines, improving organic search traffic by 25% year-over-year.
- Manage the editorial review process, ensuring articles adhered to company style and editorial standards.
- Collaborate with the social media team to create shareable, audience-targeted content, increasing social media engagement by 30%.

Senior Content Editor

2016 - 2020

BuzzFeed / New York, NY

- Edited and proofread high-traffic content, ensuring it met both editorial standards and SEO requirements.
- Led content strategy for multiple sections, including news, entertainment, and viral topics, producing over 500 articles annually.
- Mentored junior editors and writers, providing feedback on tone, style, and structure to improve the quality of the content.

Content Editor

2013 - 2016

The Huffington Post / New York, NY

- Wrote and edited articles covering a wide range of topics, including politics, entertainment, and current events.
- Worked with senior editorial staff to brainstorm and implement content strategies for increased readership.
- Optimized content for social media platforms, growing article shares by 20% and driving more traffic to the site.

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Education

Master of Arts in Journalism

Columbia University — New York, NY

Graduated: May 2012

Bachelor of Arts in English Literature

University of California, Los Angeles, CA

Graduated: May 2009

Certifications

- HubSpot Content Marketing Certification (2024)
- Google Analytics for Beginners (2021)
- SEO Fundamentals by SEMrush Academy (2020)

Skills

Content Strategy & Planning	◆◆◆◆◆
SEO Optimization	◆◆◆◆◆
Editorial Management	◆◆◆◆◆
Project Management Tools (Trello, Asana)	◆◆◆◆◆
Content Performance Analytics (Google Analytics, SEMrush)	◆◆◆◆◆
Team Leadership & Collaboration	◆◆◆◆◆
Copywriting & Editing	◆◆◆◆◆
Social Media Content Strategy	◆◆◆◆◆