

Christine Ciarmello

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Experience with words

CONTENT STRATEGIST/MARKETING January 2013-present

Clients: Joie de Vivre Hotels, Orchard (re-launch in process), Global Gardens, Visit Oakland

- Improved conversions online, bounce rate, and time-spent-on-page at Global Gardens, a Santa Barbara olive oil company, after executing a redesign of website and collaterals.
- Strategized content on Visit Oakland's new website (launched in January 2014).
- Wrote brand narrative and strategized marketing campaigns for Joie de Vivre. Launched blog **Joyride**. Continue to create lineups, acquire art/photos, and write, assign and edit posts.

COPY WRITER February 2005-present

Clients: Joie de Vivre, Williams-Sonoma, Virgin Atlantic, Visit Oakland, Global Gardens, Orchard

- Brochures, OTAs, marketing campaigns, newsletters, web copy, product descriptions, landing pages, banners; wrote selling lines for cover at Sunset and ISLANDS magazines.

FREELANCE WRITER/EDITOR January 2013-present

Clients: Ozy.com, Travel+Leisure, Islands, Sunset, Fodor's San Francisco 2014 and 2015 (Where to Eat section), Fodors.com (Cheap & Chic series), San Francisco, Houzz.com, Afar, and more.

DEPUTY EDITOR, *Sunset Magazine* August 2007-January 2013 Readers: 5 million

- Modernized and diversified the brand by launching a culture and innovation blog, **Westphoria**, and promoted in newsletters and on Twitter, Facebook, and Pinterest.
- Helped grow online readers with social-media programs and digital extras tied to print stories.
- Increased brand awareness by executing features on atypical subjects like the Sharing Economy, Zero Waste Home, L.A.'s Art Scene, Modern Mexican, and Unplugged Home; built brand authority with newly created franchises like Garden Influencers, Hotel Awards, and Food Town Fights.
- Increased reader satisfaction by revamping features and repackaging travel into its own travel guide.

EDITOR-IN-CHIEF, *Islands Magazine* February 2005-August 2007; Readers: 500,000

- Achieved highest newsstand sales at Bonnier Corp., with cover images and strong cover lines.
- Increased awareness with annual Blue Awards for ocean sustainability; and by winning writing and editing awards, attracting top-names, like Mary Roach, Don George, and Pico Iyer.
- Hit highest renewal rates in company creating Best Islands to Live On series (still strongest franchise).

TRAVEL EDITOR, *New Orleans Magazine*, June 1999-February 2005. Wrote 12 columns and four features per year. Won Press Club's 1st Place, Best Column in the city (2003). Readers: 50,000

FINANCIAL EDITOR, *Johnson, Rice & Company*, June 1994-June 1999. Edited and wrote analyst research reports for institutional investment firm.

Where I got a degree

S.I. Newhouse School of Public Communications, Syracuse University, B.S., Television, Radio, Film Writing; Art History minor.

Special tricks I can do

Google Analytics, WordPress, InCopy, Constant Contact, Hoot Suite, Pinterest, Twitter, AP Stylebook. General scrappiness with an ability to learn new tools.