

Victoria McNally

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Professional Skills

Research
Journalism
Copywriting
Editing
Proofreading
Creative Strategy
Storytelling
Social Media
Digital Marketing
Account Management
Data Analysis
SEO Optimization
Email Marketing
UX Design
Graphic Design
Wireframing
Prototyping
E-Commerce

Personal Skills

Creative Thinking
Public Speaking
Communication
Storytelling
Empathy
Curiosity
Improvisation
Illustration

Product Tools

Buffer
Figma
Canva
Procreate
Adobe Photoshop
Notion
Wordpress
Mailchimp
Google Analytics
Microsoft Suite
Google Suite

Work Experience

Content Editor / Creative Account Manager | 72Point | 10/20–7/23

Service that generates survey-led earned media content for brands

- Partnered directly with clients on 3–10 new projects per month
- Collaborated with a team of 5–6 designers
- Updated existing database of over 1,000 evergreen story pitches
- Edited and approved work from 2–3 additional team members

Content Writer | Suzy | 1/19–8/20

SaaS market research platform with a proprietary audience panel.

- Wrote and edited blog entries, social media posts, landing pages, print and digital ads, webinars, and white paper reports
- Conducted primary market research and designed visual assets
- Created style guides to standardize internal communications

Marketing & Comms. Manager | Valiant Entertainment | 9/17–11/18

Semi-independent comic book publisher.

- Worked directly with VP or Marketing on successful PR campaigns
- Represented company at conventions 7–10 times per year
- Wrote and circulated press releases, company announcements, and book previews, at rate of 3–6 email blasts per week
- Cultivated media networks and facilitated press interviews

Entertainment Reporter | Revelist | 4/16–11/16

Website owned by CafeMedia with target audience of millennial women.

- Wrote 3–5 articles per day and produced 1–2 videos per month, routinely breaking page view and social engagement records
- Increased overall daily page traffic by up to 15% over six months

Entertainment Writer | Viacom | 3/15–1/16

MTV News delivered news-related content to 18–22 year-old readers.

- Generated 19 million page views of web traffic
- Wrote between 2–5 articles daily, including interviews, features, and reported pieces

Associate Editor | Abrams Media | 5/13–3/15

A suite of online media properties founded by NBC News' Dan Abrams.

- Wrote 3–6 articles daily about science, technology, pop culture, and politics for Geekosystem and The Mary Sue.

Education and Certifications

Bachelor of Arts in English Literature | New York University | 2008–2012

Google Digital Marketing & E-Commerce Professional Certificate | Coursera | 3/2024

Google UX Design Certificate | Coursera | 11/2023