

Olivia Feldman

Creative. Driven. Inspired.

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I'm a seasoned communications specialist with 13 years of experience driving strategy and shaping narratives across multiple channels. With expertise in writing, editing, content management and keyword research, my motivation has remained the same: transforming complex ideas into interesting, effective stories that connect with consumers. I combine a keen editorial eye with a collaborative spirit to infuse structure and creativity into projects. My adaptability, curiosity and sense of humor help me thrive in unique environments and guide teams to deliver high-impact, meaningful experiences.

Experience

Content Strategist / Tribune Publishing Company

2022 - present

- As part of Studio 1847, Tribune's dedicated branded content studio, I develop and execute content strategy for national brands and small and medium-sized businesses, aligning storytelling with overall marketing objectives
- Craft compelling, brand-driven narratives that increase engagement and revenue and strengthen client retention
- Review client-provided content for legal and policy compliance, ensuring accuracy and editorial quality
- Provide strategic input on visual content and UX, collaborating with design and web teams
- Partner with project managers to streamline workflow, ensuring timely execution of final product

Notable clients: Grubhub, Goya Foods, Citibank, Breeze Airways

Freelance Writer / Various online and print publications

2014 - present

I have written for *The Palm Beach Post*, *New Times Broward-Palm Beach*, *Jupiter Magazine*, *Too Much Love Magazine*, *Purehoney Magazine* and Sun Sentinel Media Group. I have also written media releases for local musicians and coordinated social media for Miami Music Week.

The Digital Intellect / West Palm Beach, Florida

2020 - 2021

Content Manager, Key Accounts, Feb. 2021 - Dec. 2021

- Directly managed a team of in-house writers and freelancers, consistently achieving and exceeding word count goals
- Planned SEO-driven content for 11 clients, including 5 key accounts representing 25% of company workload
- Collaborated weekly with C-level leadership to refine SEO strategy, improving search visibility
- Onboarded and trained new employees on the Content Team, developing effective training materials

Content Writer, Jan. 2020 - March 2021

- Planned and managed monthly content calendars for 6 clients, guided by SEO keyword research
- Produced 15K-30K words of optimized copy monthly across various industries to boost organic site traffic
- Created editing guidelines that reduced revision time by 20%
- Edited freelance content on quick turnaround times to maintain consistency and quality
- Uploaded and formatted content on WordPress using multiple page builders (Bakery, Beaver, Avada, Elementor)
- Created and scheduled client social media posts through Loomly
- Designed and implemented a backlinking PR strategy for TDI, including press releases and official company brochure

Reporting Intern / Palm Beach Daily News

2018 - 2019

- Wrote more than 30 1A stories, several of which were picked up by *The Palm Beach Post*
- Pitched and reported on general assignment stories ranging from breaking news and town government to arts and religion in Palm Beach during the first Trump administration

Conceptual Communications / Fort Lauderdale, FL

2017 - 2018

Public Relations Manager, May 2017 - June 2018

- Promoted from content strategist to a dual role as PR manager within first 4 months of employment
- Pitched stories to local and national media outlets, securing coverage in CNN, NBC, CBS, FOX, *Sun Sentinel* and *South Florida Business Journal*
- Contributed to generating more than \$280,000 in earned media coverage in 2017
- Managed media contact database and developed tailored PR plans for new clients
- Built and maintained strong relationships with journalists, community leaders and influencers
- Prepared client talking points and represented brands at community and media events

Notable clients: City of Wilton Manors, PharMerica, Sun Trolley, Matchbox Pizza

Content Strategist, Jan. 2017 - June 2018

- Developed content strategy for public- and private-sector companies that aligned with client goals and standards
- Wrote SEO-friendly web copy, blogs and newsletter articles to boost engagement and search visibility
- Created and distributed press releases and event submission to local media
- Collaborated with marketing leadership to implement a quarterly Facebook content calendar system
- Scheduled social media posts through Sprout Social
- Authored the nomination that earned Wilton Manors Mayor Gary Resnick a 2018 *South Florida Business Journal* "Business of Pride" Award

Older Experience

Content Writer and Editor / White Sands Treatment Center

2015 - 2016

Multiplatform Editor / Treasure Coast Newspapers (TCPalm)

2013 - 2015

Skills

Adobe InDesign (basic) * Ahrefs * Airtable * AP Style * Brand Management * Google Workspace *
Headline Writing * Research * SEMRush * SEO * Social Media * Spanish (intermediate) * WordPress

Education

Bachelor of Science in Journalism / University of Florida
Gainesville, FL

May 2012