

NICOLE M. FALLON

Journalist. Editor. Copywriter. Content Strategist.

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EXPERIENCE

LIGHTNING MEDIA PARTNERS – Matawan, NJ
CEO (09/2018 to Present)

- Manage day-to-day operations, business development & client projects for my independent content marketing agency, [Lightning Media Partners](#). See "Client Work" sidebar box for project types.

BUSINESS.COM – New York, NY
Managing Copy Editor (01/2018 to 08/2018)

- Oversaw copyediting, production & quality assurance processes for content on [Business.com/BusinessNewsDaily.com](#) (formerly Purch-owned).
- Managed and worked with the Copy and Production team to line-edit and produce approximately 60 articles per week, including image sourcing, fact-checking, and tracking workflow.
- Served as point person for all production-related activities and issues.
- Coordinated with sales, SEO and product teams to ensure editorial content was properly optimized and monetized.

PURCH – New York, NY
Managing Editor, Business News Daily (05/2016 to 01/2018)

- Wrote, assigned and edited articles about small business, leadership and careers for Purch brand BusinessNewsDaily.com.
- Oversaw all day-to-day content scheduling, and planned/executed long-term content and social media strategies.
- Managed a team of 3 staff writers and 10 freelance writers
- Recruited/onboarded new freelancers and managed freelance budget and invoicing.

Previous positions at Purch/Business News Daily:

-Assistant Managing Editor (04/2014 to 05/2016)

-Staff Writer (07/2013 to 04/2014)

-Freelance Contributor (07/2010 to 07/2013)

BLUELINK MARKETING – New York, NY
Managing Editor (06/2012 to 06/2013)

- Managed editorial calendar, freelance writers and all social media accounts for BlueLink brand [FreshHealthyEats.com](#).
- Created and published the site's content.
- Contacted companies for product samples and editorial opportunities.
- Measured site traffic and campaign success using Google Analytics data for monthly presentations to the executive team.

EDUCATION

NEW YORK UNIVERSITY

Bachelor of Science
Media, Culture & Communication
2008 – 2012

SKILLS

AP Style
Basic HTML coding
Media Relations
Google Analytics
WordPress/CMS
Photoshop
Buffer/Hootsuite
Microsoft Office Suite

CLIENT WORK

Reported articles
Corporate blog posts
Website copywriting
Content calendar management
Copyediting
Press release writing
Social media strategy & management
Ghostwritten content
SEO titles and meta descriptions