

Gillian Russo

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EDUCATION

Fordham University, New York, NY

Bachelor of Arts in Journalism with a Minor in Theatre

Cumulative GPA: 3.86 | Major GPA: 4.0

May 2021

AWARDS AND HONORS

Honors Program 2017-2021, Dean's List 2017-2020

RELEVANT COURSEWORK

Interviews and Profiles, Intermediate Multimedia Journalism, Social Media, Theatre Histories (Mythos, Modernity, and Postmodernism), Introduction to Directing, Communication Ethics and the Public Sphere

Theatre Journalism

- Created a public relations campaign for an imagined Broadway show revival that included a schedule-driven social media strategy and content, affiliated events, and press/marketing materials

RELEVANT EXPERIENCE

The Observer, *Online Editor*, New York, NY

April 2020 – Present

Previous: Arts and Culture Editor (April 2019 – April 2020), Copy Editor (Sept. 2017 – April 2019)

- Schedule and execute the weekly publishing of all articles on The Observer's website using WordPress
- Research and implement new site features and improvements, including plugins and creative visual layouts for stories
- Monitor analytics and SEO using Google Analytics and Yoast, and brainstorm and enact strategies to increase engagement
- Oversee all internal operations as part of the management team with the editor-in-chief and managing editor
- Edit writing and multimedia pieces by fellow students for content and correct grammatical style, overseeing distribution to an audience of 2,000+

Plays to See, *Editor and Reviewer*, New York, NY

August 2018 – Present

- Write reviews and critiques of shows within the New York City area, published on an international online forum
- Analyze theatrical works in genres including drama, comedy, musicals and Shakespeare
- Interview theater professionals including producers, actors, entrepreneurs and directors and write profiles on their careers
- Edit writing by fellow reviewers for content and correct grammatical style
- Connect and network with other writers to learn about new shows and issues in the theatre industry

Backstage Magazine, *Intern*, New York, NY (remote)

September – December 2020

- Write up press releases about Backstage's virtual industry events including contests, workshops, and panel discussions
- Transcribe interviews and devised a new method to process them quickly without sacrificing accuracy, improving efficiency
- Interview industry professionals including actors, casting directors and DPs and write feature stories on them, regularly corresponding by phone and email with them and with PR representatives
- Research new strategies for content promotion on social media

Broadway News, *Intern*, New York, NY

January – August 2020

- Write stories focused on New York's theater industry, including short-form breaking coverage and long-form features
- Interview top theater professionals including company managers, press agents, producers and playwrights
- Research industry topics for evergreen site content, including search engine data for Broadway shows, elements of a theatrical publicity campaign, the evolution of Broadway ticket prices, out-of-town tryouts and their alternatives, and more
- Proofread, fact-check and copy-edit others' writing
- Publish articles in the WordPress content management system

Prime Publishers – Voices Newspaper, *Intern Reporter*, Southbury, CT

May – August 2018

- Covered a beat: council meetings in one of the largest towns served by the paper
- Composed weekly feature stories about local events of interest alongside veteran reporters
- Utilized computer software to process approximately 50 press releases and 1-2 news stories per week
- Reviewed others' work to maintain cohesive content, flow and correct grammatical style
- Trained and on-boarded four incoming employees; created an employee manual now distributed to all new staff

SKILLS AND LANGUAGES

Photoshop, InDesign, Premiere, Audacity, Microsoft Office, Google Suite, WordPress, Wix

Conversational Spanish, Basic French