

Angela Marie Stefano (Zimmer)

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EXPERIENCE

TheBoot.com | Nashville, TN / Buffalo, NY / New York, NY *Editor-in-Chief* | August 2014-Present

Oversee all aspects of content and social media – brainstorming/curating, assigning, editing and posting content; promoting content and engaging with followers on Facebook, Twitter and Instagram; and designing daily newsletters – for TheBoot.com, a country music news website with an audience of one million unique visitors and 3 million pageviews per month. Conduct and write up interviews with artists, and occasionally create other content (news stories, lists and photo galleries, for example). Manage a team of part-time and freelance writers, and maintain relationships with PR and management teams for artists and industry organizations. Since 2014, the site has expanded its coverage base, forged new relationships within the industry, added to its writer pool and grown readership in terms of pageviews by nearly 130 percent.

Townsquare Media | Buffalo, NY *Digital Managing Editor* | May 2012-August 2014

Developed, created, edited and scheduled nationally syndicated and locally created content on four radio station websites – including CMA-nominated WYRK – with goal of increasing websites' reader bases. Monitored and advised DJs on social media interaction. Maintained websites' designs and helped develop new microsites within them through Wordpress. Managed digital content output of 15-20 DJs, as well as interns and freelancers. Assisted in development and execution of online contests and listener loyalty club activities. Coordinated digital coverage campaigns and acted as principal photographer and videographer for station Townsquare events.

The Next Great Generation | Boston, MA *TNGG Boston Editor* | September 2011-May 2012

Wrote and edited 450-1,000-word blog posts to site standards and published them through Movable Type on Boston.com-based blog. Oversaw group of 30-40 bloggers. Pitched ideas, coordinated submissions and maintained publication schedule. Attended weekly editor meetings and ran weekly writer meetings. Promoted content through Facebook and Twitter. Created blogging reference guide for site writers.

Section Editor / Blogger | November 2009-August 2011

Wrote and edited 450-1,000-word blog posts to site standards and prepared them for publication through Wordpress. Oversaw group of 10-20 bloggers based around the globe. Pitched ideas, coordinated submissions and maintained publication schedule. Attended weekly editor meetings. Promoted content through Facebook and Twitter. Created blogging reference guide for site writers. Served as theme week editor for Travel Week (August 2010), Career Week (October 2010), '90s Week (January 2011), DIY Week (May 2011) and Book Week (July 2011).

The Boston Bruins | Boston, MA *Game Night Staff* | October 2011-April 2012

Assisted Media Relations staff with game day duties, including distribution of materials to press members. Conducted and transcribed interviews with players, coaches and staff. Wrote stories for publication on team website.

Student Correspondent / BostonBruins.com Reporter | January 2008-May 2009

Wrote more than 100 stories that appeared on team website. Worked games, practices and team events, including 2008 and 2009 Trade Deadline Day, 2008 and 2009 Stanley Cup Playoff games and 2009 Bruins Development Camp. Conducted and transcribed interviews with players, coaches and staff. Assisted Media Relations staff as needed.

Various / Self-Employed | Various *Freelance Reporter and Editor* | May 2009-May 2012, January 2015-Present

Currently, serving as an editorial assistant and proofreader for the communications team at Lawrence Academy in Groton, Mass. Previously, pitched story ideas, conducted interviews and wrote and edited material for various outlets, including *Buffalo Brides*, *Buffalo Magazine*, Delaware North Companies, *Sports & Leisure Magazine* / HugeSportz.com and WNYMedia.net. Managed Buffalo Sabres blogs for The Hockey Writers and *The New York Hockey Journal*.

