

MARIE R. ALBIGES

Professional writer, editor and content creator based in Philadelphia, PA
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RELEVANT EXPERIENCE

NAPCO Media - Philadelphia, PA (July 2021 - present)

Senior Editor, Retail & Travel Group

- Serve as social media lead for the Women in Retail Leadership Circle brand, managing its LinkedIn, Facebook, Twitter and Instagram pages and developing content strategy
- Responsible for all [Women in Retail Leadership Circle](#) and Total Retail content, with a focus on managing special media projects such as research, reports, newsletters, podcasts, and videos
- Write clear and engaging copy for emails, event promotions, event coverage, press releases, landing pages, whitepapers, and other ad-hoc projects as needed
- Project manager for weekly Women in Retail newsletter, responsible for developing content strategy, optimizing content through SEO to drive traffic, and expanding social media outreach
- Strategically plan content for 10+ in-person and virtual events a year, acquiring and interviewing executives, developing agenda and sessions, and executing event programming
- Drive membership retention and acquisition
- Hire, coordinate and edit the work of freelance writers

Votebeat/Spotlight PA — Philadelphia, PA (October 2020- July 2021)

Elections & redistricting reporter

- Reported on election administration and voting access in Pennsylvania during and after the 2020 election, with an emphasis on dispelling fraudulent claims
- Ongoing longform reporting on the impact of redistricting and gerrymandering on communities
- Multiple radio and television media appearances to explain reporting

Daily Press/ Virginian-Pilot — Virginia (May 2018-October 2020)

Government and policy reporter

- Award-winning writer producing content about Virginia's governor, state agencies, legislature and state and federal elections, with a focus on education, health and criminal justice inequities
- Collaborated effectively with fellow reporters on large enterprise projects that spark change
- Built strong, reliable relationships with political sources using excellent communication skills
- Host and coordinator of a weekly podcast, *Beyond the Headlines*
- Responsible for growing and using personal social media pages for sourcing

Community Impact Newspaper — Austin, TX (March 2016-May 2018)

Reporter/Editor

- Managed a team of reporters and designers, editing their content and guiding local news coverage for online daily and print monthly newspapers
- Responsible for overseeing editorial production process and managing content strategy
- Created social media strategy, responsible for posting daily

Freelance Writer (July 2012 – May 2018)

- Wrote print and online features, profiles, blogs and press releases about the local community, business, health and fitness for local magazines, journals and newspapers:
 - [Local Scoop Magazine](#) **Williamsburg, Va.** (Dec. 2015-March 2016)
 - [The Health Journal](#) **Williamsburg, Va.** (May 2014 – March 2016)
 - [The Oyster Pointer](#) – **Newport News, Va.** (November 2012-May 2018)

Williamsburg Yorktown Daily ([WYDaily.com](#)) — **Williamsburg, Va.** (June 2014-July 2015)

Reporter

- Reported on government, politics, crime, economic development, education, courts and breaking news in three localities, producing an average of 15 stories per week
- Radio experience with a weekly on-air presence on 92.3 The Tide

[The Captain's Log](#) — **Newport News, Va.** (May 2013-May 2014)

News editor

- Shaped news coverage for a weekly student-run university newspaper, reporting news and feature stories about the university and the local community
- Refined social media and online content, enacting a digital-first mindset
- Responsible for writing and assigning stories, editing news content, and designing front page

[Virginia Living Magazine](#) — **Richmond, Va.** (May 2013-September 2013)

Editorial intern

- Wrote short features for the Bellwether news section on interesting news from around Virginia
- Fact-checked and proofread articles
- Aided in compiling “State of Education” report featured in the Sept./Oct.2013 issue

EDUCATION, TECHNICAL AND LANGUAGE SKILLS

- **Christopher Newport University, Cum Laude** — **Newport News, Va.** (August 2010-May 2014)
 - Bachelor of Arts in English literature with a creative writing minor
Cumulative GPA: 3.6
- **Native French speaker** — can fluently write, read, speak and understand French
- Proficient in Wordpress, Hootsuite, Canva, Sprout Social, Cvent, Microsoft applications, and Google Workspace.