

MARLO JAPPEN PORTO

WRITER & EDITOR

CONTACT

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EDUCATION

EMERSON COLLEGE
BOSTON, MA

- Bachelor of Fine Arts in Writing, Literature, and Publishing
- Minor in Marketing Communication
- Directed Study in Magazine Writing with New York Times Magazine writer Benoit Denizet Lewis

SKILLS

- AP Stylebook
- DSLR photography
- CMS software (Brightspot)
- Searchmetrics
- Semrush
- Airtable
- Google Analytics
- Google Looker
- iNews
- Avid Interplay
- Airtable

EXPERIENCE

FREELANCE WRITER | THE DODO (VOX MEDIA)

REMOTE | MAY 2025 - PRESENT

- Pitch unique stories for The Dodo, a global media outlet dedicated to sharing heartfelt content about animals
- Write clean, concise articles that align with the publication's engaging voice
- Coordinate and conduct interviews with animal experts and caretakers
- Source original photos and videos to accompany articles

EDITOR | U.S. NEWS & WORLD REPORT

REMOTE | MAY 2022 - AUG. 2024

- Pitched, assigned, fact-checked, and edited consumer-focused content for 360 Reviews, U.S. News & World Report's service vertical
- Served as lead editor for health, fitness, and sleep categories, collaborating with other teams, including data, SEO, and digital production, to meet deadlines and optimize content
- Built, trained, and managed a stable of high-quality freelancers
- Interviewed subject-matter experts to add authority to articles
- Monitored performance of pages, identifying areas for improvement
- Developed outlines, content plans, and editorial calendars based on category research and SEO strategy

RESEARCHER & MEDIA DESK ASSOCIATE | NBCUNIVERSAL

NEW YORK, NY | OCT. 2019 - APRIL 2021 | OCT. 2021 - APRIL 2022

- Researched and retrieved the most compelling footage from the NBC archives for producers under deadline
- Screened and logged media feeds for immediate retrieval by NBC News production for daily broadcasts, breaking news, and long-term projects, using Avid Interplay and iNews
- Edited real-time logs per NBC News archival standards, identifying notable speakers, visuals, and soundbites, and transcribing interviews and speeches
- Sub-clipped videos using editing tools and cataloged them to digital databases

EDITOR & STAFF WRITER | MARQUIS WHO'S WHO

UNIONDALE, NY | APRIL 2017 - OCT. 2019

- Edited, researched, and wrote in-depth biographical narratives for Marquis Who's Who, an annual publication that highlights notable professionals and industry leaders
- Ensured all text adheres to AP Stylebook and in-house guidelines

FREELANCE REPORTER | NEWSDAY.COM

MELVILLE, NY | MAY - AUG. 2015 | APRIL 2017 - SEPT. 2019

- Covered community events across Long Island while finding interesting angles and sources to interview, captured DSLR photos, provided live social media updates, and wrote web articles

EDITORIAL INTERN | THE IMPROPER BOSTONIAN MAGAZINE

BOSTON, MA | JAN. - MAY 2016

- Fact-checked, transcribed, researched, and wrote articles for The Improper Bostonian, a biweekly lifestyle publication covering entertainment and culture with an audience of about 550,000 readers

CO-EDITOR-IN-CHIEF | ATLAS MAGAZINE

BOSTON, MA | MAY 2015 - MAY 2016

- Oversaw all aspects of the campus lifestyle magazine, including editorial, design, marketing events, and photo shoots
- Edited the content of all articles in a timely fashion through three rounds of drafts
- Led weekly editorial meetings and twice-a-semester staff meetings
- Created issue theme, article ideas, and branding, while maintaining the publication's desired image
- Managed budget and coordinated with printing company to produce bi-annual issue