

MARLO JAPPEN PORTO

WRITER & EDITOR

CONTACT

- 516.728.4701
- marlojappenporto@gmail.com
- www.marlojappenporto.com

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

EXPERIENCE

EDITOR | U.S. NEWS & WORLD REPORT

REMOTE | MAY 2022 - AUG. 2024

- Pitched, assigned, fact-checked, and edited content for 360 Reviews, U.S. News' vertical dedicated to helping people make informed buying decisions
- Built, trained, and managed a stable of high-quality freelancers
- Served as lead editor for health, fitness, and sleep categories, collaborating with other teams, including data analysts and digital producers, to meet deadlines and optimize content
- Conducted interviews with experts to add authority to content
- Tracked performance of pages, identifying areas for improvement
- Created outlines, content plans, and editorial calendars based on category and SEO research

FREELANCE WRITER | U.S. NEWS & WORLD REPORT

REMOTE | APRIL 2021 - MAY 2022

- Wrote comprehensive ratings of consumer products
- Researched, fact-checked, and evaluated market data, applying 360 Reviews' unbiased, data-driven approach to each guide

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 full 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