

DIEGO PINEDA DAVILA

diegopinedadavila.com | diegoapineda1@gmail.com | (919) 438-9415

EXPERIENCE

The Independent en Español | Los Angeles, CA

January 2022-Present

Weekend Editor

- Ensure website traffic is stabilized and growing, optimize articles using SEO tactics and editorial planning
- Select and plan stories across all verticals, manage a team of translators to keep website up to date
- Write entertainment and lifestyle articles about Latino/Hispanic trends, news, and celebrities

Little Monster Media | Los Angeles, CA

July 2021-January 2022

YouTube Optimization Coordinator

- Optimized and wrote compelling video titles, descriptions, and metadata for 20 kids programming channels in YouTube across 16 languages
- Managed accounts, strategized thumbnail designs, and maintained publishing schedules to ensure audience growth and engagement

Variety | Los Angeles, CA

August 2021

Freelance Research Coordinator

- Conducted extensive research on the 2021 members of the Academy of Motion Picture Arts and Sciences to create a contact database
- Contacted agents, publicists, and managers to inform them about a subscription bundle for Variety

Newsweek | New York City, NY

March-July 2021

Audience Specialist Fellow

- Managed Newsweek's Twitter and Facebook accounts and off-platform presence on Apple News, optimized engagement with followers
- Assisted in pulling audience building levers provided by Apple News and other third-party platforms, such as push notifications and subscription locks

The Marketing Arm | Los Angeles, CA

January-December 2020

Entertainment Apprentice – Product Placement & Music Partnerships

- Curated and designed two weekly entertainment newsletters sent to agency and account leaders
- Tracked entertainment trends and news to maintain team eight databases and present at team meetings

New York Post | New York City, NY

June-November 2019

Production Assistant, Video Intern

- Managed the New York Post YouTube page, uploaded videos, increased content and viewer performance
- Edited, researched, and pitched daily trending videos to be created into fun and informative content

SKILLS

Social Media: Facebook, Instagram, Snapchat, Twitter, TikTok

Softwares: Adobe (Photoshop, Premiere, Illustrator, InDesign); HTML; CSS

Languages: Fluent in Spanish

EDUCATION

Elon University | Elon, NC

May 2019

Bachelor of Arts: Journalism, Minor: Human Service Studies

Magna Cum Laude Graduate