



Madalina (Ada) Ciuca

Content Writer + Editor

ABOUT ME

I am a dynamic digital content writer and editor enamored with storytelling. I've spent the past 8+ years perfecting my craft, covering women's lifestyle, real estate, and higher education, among other topics. Beyond writing and editing, I have extensive experience interviewing company executives, project managing photoshoots, and publishing digital magazines.

CONTACT ME

- +40 (765) 715 975 - Bucharest, RO
- adaciuca2012@gmail.com
- https://adaciuca.com
- https://www.linkedin.com/in/adaciuca

EDUCATION

Bachelor's Degree

New Mexico State University | 2012 - 2015

Journalism & Mass Communication

Minors: Marketing & Advertising

Honors Graduate, GPA 3.9/4

Las Cruces, New Mexico, USA

National Student Exchange Program

California State University - Northridge | 2013

Northridge, California, USA

High School

Los Alamos High School | 2008 - 2012

Los Alamos, New Mexico, USA

EDITORIAL SKILLS

- longform content writing & editing
- press releases
- website copy
- content editing
- interviewing
- social media copy
- content curation
- newsletter copy
- news writing

WORK EXPERIENCE

Keller Williams Realty | Austin, Texas, USA

2020 - 2022

Content Editor | Aug 2021 - May 2022

- Managed editorial calendar, a four-person freelance team, and the content creation process for digital publication Outfront, bringing in between 80,000 - 100,000 monthly sessions and leading to a 12.8 percent increase in pageviews.
- Collaborated closely with public relations, social media, design, and video teams to ensure consistent storytelling across all Keller Williams platforms.
- Project managed several important cross-departmental initiatives, including a quarterly B2B2C customizable magazine, the company's quarterly results announcements, and major event photoshoots.
- Interviewed and wrote profile pieces on company executives and top-performing real estate agents across the Keller Williams ecosystem.

Editorial Associate | Feb 2020 - Aug 2021

- Streamlined content creation process for Outfront and increased collaboration among team members in a remote environment by strategically using project management and communication software.
- Increased Outfront's organic search traffic by 432 percent in partnership with the team's digital marketing analyst, and increased users by 24.7 percent as of Feb 2020.
- Wrote 1-2 SEO-optimized pieces of content per week and provided additional miscellaneous copywriting support on social media, video, and ad-hoc marketing asks.
- Put together Outfront Weekly, the publication's 40,000+ subscriber email and a top traffic driver.

Freelance | Remote

2019 - Present

Content Writer

- Create a mix of longform editorial pieces and SEO-optimized content for clients including Headspace, Hipcamp, Tinder, Openfit, Dame Products, Sleep.com, and Vitamin Shoppe Blog.

LIVESTRONG.COM | Los Angeles, California, USA

2017 - 2019

Content Editor | Jul 2018 - Mar 2019

- Pitched, assigned, and edited up to seven SEO-optimized pieces of editorial content per week.
- Copywrote, curated, and project managed 12 newsletters per week, with a reach of 2 million subscribers, and increased sessions by 34 percent Month-Over-Month and 20 percent Year-Over-Year between 2018 - 2019.
- Managed the site's editorial calendar and a team of four freelance writers, and assisted in developing overall site content strategy.

LANGUAGE SKILLS

Native Proficiency

English, Romanian

Additional Known

**self-evaluation, European level*

Spanish

Understanding	Speaking	Writing
B1	A2	A2

French

Understanding	Speaking	Writing
A1	A1	A1

DIGITAL SKILLS

Google Analytics & Google Drive
search engine optimization

WordPress & in-house CRM platforms

Trello, Asana & Slack

macOS & Microsoft Windows

Microsoft Office

AWARDS & HONORS

New Mexico State University

High Achiever Leadership Scholarship

College of Arts & Sciences Dean's List

Crimson Scholar

Cross Excellence in Journalism Scholarship

McCleneghan Endowed Scholarship

PRSW Scholarship

INTERESTS

travel

reading

urban planning

social media

music

psychology

culture

storytelling

Associate Editor/Editorial Intern | Aug 2017 - Jul 2018

- Pitched, assigned, wrote, and edited up to four slideshows, news, and evergreen pieces of content per week.
- Managed, curated, and optimized content for LIVESTRONG.COM's content partnership with AOL, growing partnership traffic by 30 percent.
- Produced and packaged LIVESTRONG.COM's annual swimsuit guide and holiday gift guide, including writing the copy, securing 70+ PR samples, casting models, and creatively directing the accompanying photoshoots.

Consensus Inc | Los Angeles, California, USA

2016 - 2017

Marketing Coordinator | Jan 2017 - Jun 2017

- Maintained the company's social media platforms and blog, provided copywriting for the website.
- Supported marketing and new business project leads by assisting with research, outreach, and proposal preparation.

Community Engagement Intern | Oct 2016 - Dec 2016

- Aided in developing community engagement and grassroots communications strategies and supported the account teams with outreach activities, including door-to-door walks and community meetings, by staffing events, and with logistics beforehand.
- Coordinated the development of content for websites, blogs, and social media for clients in the real estate and education sectors.

New Mexico State University | Las Cruces, New Mexico, USA

2014 - 2015

University Communications Writer

- Authored 50+ news releases, feature stories, and profile packages for distribution on New Mexico State University's official website, and outlets including USA Today, the Las Cruces Bulletin, and the Las Cruces Sun-News.
- Managed and moderated the NMSU News Facebook page (a combined audience of 21,000 people).

VOLUNTEERING

Her Campus Chapter Advisor | 2016

- Provided weekly feedback and advice to five worldwide Her Campus chapters regarding editorial content, publicity, event planning, and social media outreach.

Her Campus Correspondent at New Mexico State University | 2015

- Co-founded and served as editor-in-chief of the Her Campus at NMSU chapter.
- Recruited and managed an 11-person team, led staff meetings, and managed the chapter's social media platforms.

Los Alamos Monitor Newsroom Intern | 2013

Los Alamos, New Mexico, USA

- Produced community-oriented newspaper editorial content, and photography.
- Put together paper's weekly Police Beat and On the Docket sections.

Los Alamos Monitor Teen Pulse Staff Member | 2011 - 2012

Los Alamos, New Mexico, USA

- Produced print and online editorial content for the Los Alamos Monitor's Teen Pulse section, catering to the Los Alamos community.
- Covered high school events as well as student and educator profiles.