

# CIARA LAVELLE

## WORK EXPERIENCE

### 2011 – present **ARTS & MUSIC EDITOR**

*Miami New Times*

assign, write, and edit stories for arts, music/nightlife, and calendar verticals

manage a team of freelance writers

conceptualize slideshow and video concepts

promote content on New Times' social media channels

assign and edit coverage of major cultural events

meet web traffic goals

plan and adhere to a quarterly budget

manage and train interns

work with marketing/sales staff for content planning

organize annual Mastermind visual art awards

manage event listings and email newsletters

### 2009 – 2011 **CONTRIBUTING EDITOR**

*Cayman Airways Skies*

brainstorm and assign stories

edit and proofread the magazine

acquire photos for art department

balance each issue's budget

manage airline client's expectations and requests

### 2005 – 2011 **CARIBBEAN EDITOR**

*Recommend Magazine*

track news and trends in Caribbean tourism

make contacts and conduct interviews

travel to the Caribbean islands for site inspections

write and report on Caribbean tourism

perform final edits using Adobe InDesign

## EDUCATION

### 2000 – 2004 **Bachelor of Science in Journalism**

Boston University

Concentration in magazine journalism/women's studies

Magna Cum Laude

## AWARDS

Green Eyeshade Award  
criticism, 2017

Sunshine State Award,  
commentary and criticism, 2017

## PUBLICATIONS

**Travel:** Frommer's, Latitudes,  
MIA Connections, VisitSouth.com

**Food :** Draft, VegNews, City's  
Best Miami

**Custom Publications :**  
Greater Miami CVB, Mandarin  
Oriental Miami, Acqualina  
Resort, Sandals and Beaches  
Resorts, Celebrity Cruises

## SKILLS

**Social Media :** Facebook,  
Twitter, Instagram, Pinterest,  
Snapchat

**CMS :** Foundation, Movable  
Type, Wordpress, Blogger

**Software :** G Suite, including  
Google Analytics, Google Docs,  
Google Drive ;  
InDesign/InCopy and Adobe  
products ;  
Microsoft Office Suite

**Other Skills :** Basic HTML,  
photo editing, database  
management, Wibbitz, Mac and  
PC proficiency

*References available upon request*