







# MIKE NIED

## WRITER

### Profile

I am a well-rounded, collaborative and detail-oriented writer and creator with a decade of experience covering entertainment, beauty, music, celebrity culture, design and more. Motivated with a strong voice, mastery of social media and web programs, I bring a lot to the table and would love to work with you!

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### EXPERIENCE

#### EDITOR, JUST JARED

##### August 2022-Present

- Generate an average of 750,000 to 1 million weekly impressions tracked via Google Analytics
- Identify breaking news to report in the Just Jared voice and publish on Wordpress
- Compile a list of topical news stories from social media, other publications and press releases, deciding an order of priority for what needs covered on the website
- Determine a unique headline to differentiate our stories and practice proper SEO techniques
- Select appropriate photos from Getty and Backgrid and edit as needed using Photoshop
- Engage with readers via the creation of polls using Crowdsignal
- Promote stories on Just Jared's social media
- Assist with day-of coverage of major events, including the Grammys, Golden Globes, Met Gala, MTV VMAs, Oscars, Tonys, covering red carpet, inside the venue and after with the rest of the team
- Introduced a beauty vertical, exploring web commerce as a new income stream

#### AUDIENCE DEVELOPMENT SPECIALIST, STATIC MEDIA

##### November 2021-Present

- Research and pitch ideas for SEO-friendly stories for websites owned by Static Media, including HouseDigest.com, Glam.com, Islands.com and Mashed.com
- Search social media and other publications for unique ideas, using Google and Trello to ensure that the site has not yet written on the topic

### EDUCATION

#### KENT STATE UNIVERSITY - 2019

Master of Arts in Journalism and Mass Communication - Reporting/Editing

#### MIAMI UNIVERSITY - 2015

Bachelor of Fine Art in Interior Design

### SKILLS

- Technology - Wordpress, Adobe Creative Suite, Google Analytics, FileZilla, Rev, Slack, Skype, Arles, Crowdsignal
- Social Media - X, Instagram, Facebook, TikTok, Hootsuite
- Professional - AP style, blogging, writing, copy editing, fact checking, research

### **WRITER, TOWNSQUARE MEDIA'S POPCRUSH.COM | May 2021-Present**

- Compose news stories, essays and evergreen content related to all things entertainment
- Support day-of coverage of key events, including the Grammys, MTV VMAs and more

### **FREELANCE WRITER | August 2014-Present**

- Bylines at Grindr's INTO, Akron Life, Mimi Magazine, PopWrapped.com, BreatheHeavy.com and more
- Published content includes home profiles, personal essays, business profiles and more

### **EDITOR, STATIC MEDIA'S THELIST.COM | January 2022-September 2022**

- Oversaw a team of 20 contributors, facilitating conversations and building a sense of camaraderie via Slack and Trello
- Edited stories on Wordpress, checking for proper grammar and facts and ensuring that stories met style requirements
- Approved photos, ensuring that all copyright laws were upheld
- Personally trained four new hires, teaching how to use the systems and reinforcing proper journalistic practices

### **WRITER, STATIC MEDIA'S THELIST.COM | June 2021-December 2021**

- Contributed to the 2022 List Beauty Awards, thoroughly testing 5 eyeshadow palettes, highlighters, false eyelashes and lip glosses to determine the best products in each category and then explaining how I made that decision
- Composed breaking news stories related to entertainment, politics, beauty, home design and more, working in Trello and Wordpress to stay organized
- Pitched and wrote long-form essays reflecting on key moments in popular culture

### **BLOGGER, HIVE MEDIA'S IDOLATOR.COM | May 2017-May 2020**

- Sourced, wrote and self-published timely news stories using Wordpress
- Promoted content on Idolator's Facebook and X accounts using Hootsuite
- Conducted interviews with artists including Kim Petras, Aly & AJ, Louis Tomlinson and more for exclusive features
- Organized exclusive premieres by working with PR teams
- Composed album and song reviews for Ariana Grande, Miley Cyrus and more
- Created evergreen content and participated in year-end lists, including Best Songs

### **GRADUATE ASSISTANT, KENT STATE UNIVERSITY | July 2016-June 2019**

- Helped facilitate the Poynter KSU Media Ethics Workshop, an annual event attended by more than 200 media professionals and students
- Organized a team of 10-15 graduate student volunteers to assist during the workshop and acted as a liaison between the organizer and faculty volunteers
- Promoted the workshop by creating interactive pop-up events across campus
- Presented lectures on appropriate social media usage in reporting for undergraduate students

### **DIGITAL BRAND DIRECTOR, CRAZY JEWISH MOM | November 2016-July 2017**

- Facilitated branded collaborations with other Instagram creators for the @CrazyJewishMom account
- Created and maintained social media schedules for verticals on Instagram, Facebook and X using Hootsuite

