

AMELIA RINA

Editorial & Content Leader

Editorial and content leader with 10+ years of experience building editorial strategy, brand voice, and publishing operations from the ground up. I've founded and led a publication highlighting new and underrepresented perspectives, defined editorial voices for organizations reaching 52M+ readers, and translated complex technical and industry content into stories that readers actually want to engage with. I've built AI-assisted editorial workflows, led cross-functional teams, mentored emerging editors, and managed 150+ freelance contributors while keeping brand voice and quality consistent at scale.

EMPLOYMENT HISTORY

FOUNDER & EDITOR-IN-CHIEF • 2020 – Present

Variable West, Portland, OR

Nonprofit online magazine highlighting West Coast art from new and underrepresented voices

- Founded and built a mission-driven publication from 0-1, defining editorial strategy, brand voice, and marketing approach to establish a trusted publishing platform for West Coast artists and national readers
- Edited and published thought leadership and feature content ranging from 100 to 3,000 words, translating complex ideas into accessible, engaging stories
- Served as final reviewer and brand voice steward for all content, ensuring consistency and quality across pieces from 100 to 3,000 words across web, email, social, and video
- Built and managed a network of 150+ freelance contributors, ensuring adherence to editorial guidelines and a consistent publication voice
- Mentored four emerging editors of color, developing their editorial skills over multiple publishing cycles

MARKETING COORDINATOR • 2025 – 2026

KPFF Consulting Engineers, Portland, OR

National engineering firm founded in 1960 with 1,200+ staff that provides innovative structural, civil, and survey services

- Reviewed technical proposal content for accuracy, ensuring complex material was clear for all readers
- Owned internal communications for the Portland office, publishing a 3x weekly newsletter for senior leadership and a weekly all-staff news roundup that became a trusted source of industry news
- Developed AI-assisted workflows to support quality control on new business proposal content, improving consistency and accuracy across submissions

EDITOR, CONTENT MARKETING • 2022 – 2025

Oregonian Media Group, Portland, OR

Agency-style media company for the largest local news source in the Pacific NW, The Oregonian, and Here is Oregon

- Defined and maintained distinct editorial voices for two publications, ensuring consistent, audience-appropriate communications across web, social, print, and video
- Partnered with external clients and internal stakeholders to surface the storytelling strategy needed to meet campaign goals, producing sponsor content across web, social, print, and video for brands like Subaru, adidas, and Formula E, and local B2B, B2C, and nonprofit organizations
- Led editorial direction across campaigns reaching a 52M+ audience, exceeding national engagement benchmarks by 100%+, and delivered monthly performance reporting to the VP of Brand and Strategic Partnerships
- Built and managed a custom editorial project management framework in Asana, processing hundreds of creative requests per year and improving team workflow efficiency and accuracy
- Collaborated cross-functionally with ad operations, brand, and sales, aligning priorities across teams

PUBLISHING MANAGER & ASSOCIATE MANAGING EDITOR • 2019

DelMonico Books • Prestel, New York, NY

Award-winning publisher of books on art, photography, design, and culture

- Managed publishing production and communications timelines for 40 illustrated books, from manuscript through final production, keeping global teams aligned and on schedule
- Coordinated cross-functionally with teams across the US, Europe, and Asia, maintaining clear communication and on-schedule delivery across time zones
- Managed global communications with publishing partners, freelance writers, and stakeholders throughout the production process, serving as a key point of contact throughout production
- Developed and standardized brand and communications assets for sales and marketing, ensuring brand consistency across materials

ONLINE VISUAL ARTS EDITOR • 2018 – 2019

BOMB Magazine, New York, NY

Independent, nonprofit magazine publishing conversations between artists since 1981

- Collaborated on digital content strategy, overseeing commissioning, editing, and publishing for online content
- Edited content contributed by freelance writers, maintaining editorial and brand consistency across the site
- Managed digital reproduction rights and permissions following industry best practices

MANAGING EDITOR & DIGITAL MEDIA MANAGER • 2013 – 2018

School of Visual Arts, New York, NY

Editorial and media leadership for the School of Visual Arts' MFA Art Writing department

- Led editorial quality assurance for the department's print and digital publications
- Commissioned and edited submissions from faculty, students, and alumni for Degree Critical, the department's online and print journal
- Collaborated with the Editor-in-Chief on editorial strategy to maintain writing quality and rigor across all published content
- Managed a comprehensive website redesign, including QA testing, coordinating across contracted development and design teams
- Managed editorial timelines for online and print publishing, improving efficiency across the department

ADDITIONAL WRITING & BRAND EXPERIENCE • 2011 – Present

Copywriter, The Village Voice, New York, NY — Wrote brand and editorial copy for calendar and events section

Copy Editor, Bloomingdale's, New York, NY — Copyedited brand and marketing content for print catalogs

Contributing Writer — Wrote thought leadership for magazines ranging from WIRED to BOMB Magazine and Aperture

EDUCATION

MFA ART CRITICISM & WRITING

School of Visual Arts — NEW YORK, NY

BFA PHOTOGRAPHY

California College of the Arts — SAN FRANCISCO, CA

SKILLS

Editorial Strategy & Narrative Development • Brand Voice & Messaging Development • Cross-Functional & Global Team Collaboration • Editorial Standards & Quality Assurance • Freelance Management • AI-Assisted Workflows • Project Management (Asana) • Content Strategy & Editorial Calendars • Thought Leadership & Long-Form Writing • Cross-Channel Storytelling • Performance Reporting • Social Media Strategy • Publishing Operations & Cadence Management • CMS Publishing (WordPress) • Team Leadership & Mentorship • Plain Language & Accessibility Principles