

AMELIA RINA

Editorial Leader and Content Strategist

Editorial leader and content strategist with 10+ years of experience making complex topics feel human, urgent, and worth caring about. I build editorial strategy, brand voice, and publishing operations from the ground up. I've founded and led a mission-driven publication highlighting new and underrepresented perspectives and defined editorial voices for organizations reaching 52M+ readers. I thrive when growing communities through social, email, and native channel engagement. I'm adept at leading diverse teams, leading cross-functional collaboration, mentoring emerging talent, and fostering inclusive content creation.

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 editorial brand from the ground up: defined the voice, launched the platform, grew the audience, and connected communities across California, Oregon, and Washington
- Edited and wrote audience-facing copy across web, email, and social media, developing and maintaining a consistent brand voice that resonated with a specific, discerning readership
- Built and managed paid media campaigns in Google Ads and Meta Ads Manager, including Google Video Ad demand gen campaigns averaging a 2.57% CTR, and drove 28% Instagram follower growth and 63% web traffic growth in a single quarter through organic and paid strategy
- Led an editorial apprenticeship program that trained four emerging editors of color through the full editorial process, building a talent pipeline grounded in both craft and community

MARKETING COORDINATOR • 2025 – 2026

KPFF Consulting Engineers, Portland, OR

National engineering firm founded in 1960 with 1,500+ staff that provides innovative structural, civil, and survey services

- 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
- Reviewed technical proposal content for accuracy, ensuring complex material was clear for all readers
- Built a custom project management framework to track hundreds of priority leads, improving team alignment and on-time delivery across a lean team

EDITOR, CONTENT MARKETING • 2022 – 2025

Oregonian Media Group, Portland, OR

Media company that houses the largest local news source in the Pacific Northwest, The Oregonian, and Here is Oregon

- Defined brand voice and established copy standards across marketing, sales, and newsroom teams for two major brands, translating complex business and editorial needs into clear, consistent audience messaging
- Led editorial direction across campaigns reaching a 52M+ audience, exceeding national engagement benchmarks by 100%+, and delivered performance reporting to the VP of Brand and Strategic Partnerships
- Partnered with ad operations and sales on paid media strategy for multichannel sponsor content: writing display ad copy and collaborating on paid social campaigns across Facebook, Instagram, and TikTok, consistently keeping paid social CPC under \$1 across hundreds of posts
- Collaborated 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

PUBLISHING MANAGER & ASSOCIATE MANAGING EDITOR • 2019

DelMonico Books • Prestel, New York, NY

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

- Led editorial operations for 40 illustrated publications, implementing a project management workflow system that enhanced cross-team collaboration and production efficiency
- Managed global communications with publishing partners, freelance writers, and other stakeholders across the US, Europe, and Asia, resulting in increased efficiency across teams
- Developed and standardized design and photography assets for sales and marketing, reinforcing brand standards and ensuring consistency across promotional 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, managing commissioning, editing, and publishing while ensuring brand consistency and rights management
- Edited online content by working with freelancers and accelerating digital engagement
- Published content on BOMB's website using their bespoke CMS, facilitating brand consistency

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 editorial copy for the 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

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 & Storytelling • Brand Voice & Messaging Development • Cross-Functional & Global Team Collaboration • Editorial Standards • Freelance Management • 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