



## MAXINE PAGE

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maxinepage@gmail.com

**EDUCATION:** BA in Media Studies & Journalism

**TECH ABILITIES:** Photoshop, AP stylebook proficient, MSOffice, InDesign, HTML, CMS, PMS, CSS, Javascript, Wordpress, DreamWeaver, GarageBand, iMovie, WonderShare, MS Word, Excel, Powerpoint, SEMRush, Soovle, SEO maximization; Analytics Programs: Google, Omniture, Chartbeat

**WORK STATUS:** I have a British and an Irish passport, allowing me to work anywhere in the EU. I also have a green card that permits me to live and work legally in the USA.

### SOCIAL:

<https://www.maxinesamanthapage.com>

<https://www.linkedin.com/in/maxine-page/>

<https://www.instagram.com/maxinesamanthapage>

<https://www.instagram.com/buenaavidamexico/>

<https://twitter.com/maxinepage>

## EXECUTIVE SUMMARY:

Creative, adaptable and entrepreneurial journalist, writer and editor with a well-documented career in diverse and international roles. Established track record in creating engaging content, and consistently building and growing readership. Superb writing, copy editing, SEO, fact-checking, photoshop, video creation, and communication skills. Social media and analytics savvy, with a love of human rights, travel, politics, and world affairs.

## KEY SKILLS:

- Writing, editing & proofreading
- Team building, management, training, and motivation
- Identifying & creating compelling content
- Writing with strong voice, adapting to audience as required
- Identifying hot topics and trending content
- Remote working, meeting tight deadlines & self-motivation
- Web design & creation of visual & video materials
- SEO best practice & social media promotion
- Endless stream of editorial pitches & content ideas
- Media law & ethics compliance
- In-depth analytics expertise & understanding
- Extensive on-camera experience, including live-broadcast

## WORK HISTORY:

### Editor in Chief

### PopDust.com

- Developed and cultivated editorial vision of start-up fusing culture, music, and world news.
- Created unique video content and developed ongoing editorial franchises
- Sourced, trained and managed team of staff and freelancers
- implemented SEO best practices
- Utilized analytics to ensure site growth, resulting in monthly uniques increasing from 800 to 8,500 in just six-months

### Senior Executive Editor

### RadarOnline.com

- Provided editorial vision & voice by consistently producing engaging entertainment, news, and feature-based content
- Delivered exclusive and breaking-news in a fast-paced, highly-pressure newsroom
- Utilized strong judgment to identify and report on trending topics and viral news
- Recruited, managed and mentored reporters, writers, editors, photo staff and videographers
- Maintained a strong social media presence to drive audience awareness
- Conducted on-air radio and TV interviews, both live and pre-recorded
- Continually analyzed analytics to help shape content and grow readership—increasing monthly uniques from 3,000 to 11,800 in a 14-month period

### Editorial Director

### MailOnline.com

- Set-up and launched the LA office of the world's largest news website
- Recruited, managed, and trained a team of reporters, writers, copy and photo editors
- Directed newsgathering operation to ensure a balanced mix of content
- Edited high-volume of copy within stringent time constraints, ensuring grammatical accuracy and editorial integrity

## PREVIOUS WORK HISTORY:

**West Coast News Director:** Life & Style magazine

**Senior Editor:** Star magazine

**Writer:** In Touch Weekly

**Reporter:** Globe

**Associate Publisher:** Moving Pictures

**Promotions Manager:** Virgin Radio

**Marketing Manager:** John Brown Publishing

**Advertising Manager:** Northern & Shell

**Residential Social Worker:** Frant Court Care Home for Girls