

# CAITLYN SOMERS

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## EMPLOYMENT HISTORY

OCT 2022 - PRESENT

### Digital Writer, Us Weekly, Los Angeles, CA

- Research and write 4-5 articles a day on topics such as celebrity health and wellness, award shows and breaking news
- Examine and track traffic analytics of Us Weekly articles
- Find high traffic, SEO-friendly stories by utilizing trends on Google and social media
- Optimize article headlines and meta descriptions based on SEO best practices

AUG 2022 - NOV 2022

### National Contributing Writer- Wellness Team, Her Campus Media, Los Angeles, CA

- Proposed and authored monthly articles about lifestyle and wellness that aligned with the Her Campus mission
- Utilized SEO-optimized topics, headlines, and keywords to better article performance
- Wrote and published timely articles with a quick 1-2 day turnaround

SEP 2021 - JUN 2022

### Senior Editor, Her Campus at UCLA, Los Angeles, CA

- Managed 20+ writers covering lifestyle, culture, politics, and more for #1 college magazine for women
- Led weekly meetings and workshops for a team of over 20 writers to foster collaboration
- Edited articles from 20+ writers each week about politics, beauty, and other subjects relevant to women at UCLA
- Acted as member of executive board to make decisions about editorial calendar and chapter events

JUN 2021 - DEC 2021

### Editorial Intern, The Everygirl Media Group, Chicago, IL

- Pitched and composed articles for The Everygirl and The Everymom on various lifestyle, beauty, fashion, and wellness topics to 1M+ monthly viewers
- Designed graphic content in a fast-paced manner for Instagram feed and stories (1M+ followers) based on brand standards through Canva
- Researched and updated past articles with new, relevant shopping and lifestyle content that aligned with The Everygirl/The Everymom brands
- Interviewed and connected with experts for articles specifically on mental health, relationships, and the Montessori method

## EDUCATION

JUN 2018 - JUN 2022

### Bachelor of Arts in English, University of California, Los Angeles (UCLA), Los Angeles, CA

## SKILLS

Wordpress

Slack

Microsoft Office and Excel

Canva

Asana

Wix

Google Docs

Social Media

Adobe Photo Shop