



HANNA RILEY HORVATH

## EXPERIENCE

### STAFF REPORTER, Policygenius SUMMER 2018 - PRESENT

Develop and write personal finance content • grow organic traffic using SEO and content marketing strategy • increase email signups to newsletter using active linking • track and analyze key performance indicators using analytic tools • produce data visualizations • manage syndication partners • optimize and refresh outdated articles • edit and publish freelance articles • extract and analyze survey specifics for data-driven content • create sourcing list and linking guide for content

### INVESTIGATIVE INTERN, WNBC New York SUMMER 2017

Shadowed and assisted reporters on assignment • logged interviews for broadcast • clipped and edited video content for web • drafted broadcast scripts • researched and pitched story ideas • compiled and analyzed data • created visuals for online content • monitored tip line

### DIGITAL INTERN, KNBC Los Angeles SUMMER 2016

Wrote over 100 articles for KBNC's website • researched and pitched story ideas • interviewed sources • clipped and edited video for web • collaborated with reporters to edit articles • used Facebook, Snapchat, Twitter and Instagram to promote stories over social media

### FEATURES INTERN, Advance Media New York FALL 2017

Produced online content for Syracuse.com • covered local events in upstate NY • found and interviewed sources • worked with editorial team to create and promote content • researched and pitched story ideas • maintained social media accounts

### ASSISTANT FEATURES EDITOR, The Daily Orange FALL 2016

Managed and delegated articles to staff of 15 • wrote over 100 articles for print and online publication • oversaw all writers to ensure deadlines were met • edited all articles in section • created headlines, cutlines and summaries for articles • made online content SEO-friendly, promoted stories over social media • laid out design for print edition of paper

### REPORTER, My South Side Stand FALL 2017

Wrote articles for online and print • covered local events • profiled community members • developed investigative and enterprise stories • coordinated with editors and photographers

### MARKETING TEAM, Nourish International FALL 2015 - SPRING 2018

Developed 10 fundraising and promotional events • maintain social media accounts • brainstorm and plan on-campus fundraising initiatives

## SKILLS

- Contentful, Ghost, Wordpress
  - Parse.ly, Google Analytics
  - Sumo.Me, Ahrefs
- Movable Type, Clickability
- Twitter, Facebook, Instagram
  - Adobe Creative Suite
  - Stratus, INEWS, Dalet
- Conversational Spanish
  - AP Style
  - [LinkedIn](#)

## EDUCATION

### S.I. Newhouse School Of Public Communications Syracuse University

B.S. : News and Online Journalism • Class of 2018  
Minors : Political Science • Public Health  
GPA : 3.79 • Dean's List

## HONORS & ACTIVITIES

SU Abroad • London Center  
HBW Memorial Fund • Chairman  
Active Minds • member

4839 WESTERN AVE., WASHINGTON DC, 20016 • HANNA.HORVATH13@GMAIL.COM • (202)-538-9673

[WWW.HANNAHORVATH.COM](http://WWW.HANNAHORVATH.COM)