

CHRISTOPHER ORTIZ

WRITER /
CONTENT SPECIALIST /
COMMUNICATIONS EXPERT

EXPERIENCE

**University of Southern California
Dornsife College of Letters, Arts
and Sciences**

11/2022 - Present
Los Angeles, CA (remote)

Audience Engagement Editor

- Oversee all social media channels for the college
- Successfully launched the college's Reddit account
- Met goals to increase audience and engagement across all platforms
- Drafted and published social posts for the college's dean

The Conversation

9/2021 - 10/2022

Social Media Editor

Boston, MA (remote)

- Managed the organization's social media channels
- Grew social media audiences and video views to all-time highs
- Launched social video efforts (TikTok, Reels, YouTube)

City of Albuquerque

9/2020 - 9/2021

Public Information Officer (Contract)

Albuquerque, NM

- Oversaw communications and press relations for the Office of Equity and Inclusion
- Coordinated with city departments and Mayor's office on press releases and communication strategies
- Managed and updated department's website and social channels

Passages International

3/2020 - 9/2021

Marketing Coordinator

Albuquerque, NM

- Worked on launch of company's B2C expansion
- Managed marketing efforts and campaigns
- Spearheaded company's website redesign and NetSuite migration

Albuquerque Business First

3/2016 - 11/2019

Managing Editor

Albuquerque, NM

- Oversaw daily newsroom operations
- Led the newsroom to record monthly web traffic and nearly doubled email newsletter subscriptions
- Developed and implemented long-term newsroom planning, content initiatives and strategies

NewsCastic

11/2012 - 2/2016

CoFounder

Albuquerque, NM

- Created and managed editorial/content strategy, executed against year-over-year metrics in high-growth startup mode
- Managed editorial budgets including invoicing and payments
- Built company's social media and traffic strategy from scratch, including growing social audiences to over 100,000 combined, and grew social engagement to over 4M monthly

☎ 505-350-2731

📍 stuffjournalistslike.com/portfolio

✉ chrisjortiz@gmail.com

EDUCATION

Colorado State University

Fort Collins, Colorado

Bachelor of Arts - Journalism
and Media Communication

STATEMENT

With experiences in journalism, the public sector and higher education, I am ready to bring my writing and communications skills to help companies and brands connect with their audiences through engaging content. I have a successful track record of finding and capturing audiences with impactful stories and content.

AWARDS

ENTERPRISE REPORTING

First Place / SPJ - Top of the Rockies 2020

HEADLINE WRITING

First Place / SPJ - Top of the Rockies 2020

SOCIAL

🐦 **@JournalistsLike**
122,000 followers

🌐 **/chrisjortiz**