

Victoria O'Campo

(909) 223-8063 | ocampo.victoriaa@gmail.com | [LinkedIn](#)

EXPERIENCE

Cortex Sustainability Intelligence, Content Marketing Manager

Nov 2021–Present

Manager of inbound marketing content at a Series A tech-startup

- Launched, rebranded, and create marketing content materials for rebranded website launch
- Responsible for producing \$2.75mil of MQLs in one year by managing, editing, and creating branded content
- Manage PR distribution process and continuously identify opportunities to maximize organic brand exposure
- Collaborate with Marketing Director to identify and secure opportunities for strategic content partnerships

Red Canary Magazine, Managing Editor

August 2021–Present

Manage and organize weekly editorial calendar of an independent, online magazine with over 30 contributors

- Collect digital assets for each story, fact-check, and conduct editorial research to assist writers
- Assist the founder with outreach for the non-profit collective efforts
- Increased website interaction with a 100% increase in three months through SEO and social media strategies

Quaker Campus, Editor-in-Chief

September 2017–June 2021

Write, edit, and manage Whittier College's 107-year-old daily newspaper, which provides an independent news source of local issues for students, faculty, alumni, and the city of Whittier

- Successfully relaunched the newspaper's website on WordPress, collaborating with a five-member team to execute a daily publishing schedule rather than a weekly issue for the first time in the publication's history
- Developed story pitches that address the interest and concerns of the college's students, faculty, and staff by working with campus communications, student government, and administration
- Approved each article as the final edit before publishing to maintain quality control of relevant, timely, and interesting stories that are formatted to AP Style Guidelines, leading to a decrease in published corrections
- Directed and reorganized editorial schedule that proved effective in increasing the rate of publication

Pasadena Magazine, Editorial Intern

June 2019–September 2019

Contributed and edited bi-monthly lifestyle publication covering Pasadena and San Gabriel Valley features

- Supported head editors by developing feature article pitches, editing copy to AP Style Guide, and proofreading in-print layouts for design consistency
- Headed project to update in-print restaurant and event guide of over two hundred listings through outside contacts

ALTANGELES, Co-founder & Head Editor

April 2018–January 2019

Founded digital music-coverage magazine that aims to highlight the diversity of underground music in Los Angeles

- Created publishing schedule through Excel and wrote an editorial stylebook to be used by magazine staff and freelance writers for album reviews, artist features, and live event coverage
- Developed professional relationships with managers and artists to schedule interviews for features

SKILLS

Training in AP Style Guide, Adobe InDesign, Powerpoint, Excel, SEO tools, Slack, Social Media Platforms
Fluent in English. Conversational in Spanish and French.

CERTIFICATIONS

SEO Fundamentals Digital Marketing — Semrush

Issued June 2021

Inbound Marketing Certified — HubSpot

Issued July 2021

EDUCATION

Whittier College — B.A. English

September 2017–January 2021

- 3.68 Cum Laude GPA, Dean's Honor List