

DRIADONNA ROLAND



EDITORIAL

COMPLEX Networks and Media, *Deputy Editor*

Feb 2017–Present

- Conceive, commission, and edit on-brand multimedia and multiplatform content
- Serve as editorial producer of three premium shows: *Blueprint*, *Good Looking Out*, and *Out of Bounds*
- Write top-performing features for various channels, including sports, music, and pop culture
- Collaborate with video department to turn articles into videos and write social scripts; occasionally host
- Write copy for linear programming block airing weekly on FUSE
- Ideate and create supporting content for events including Complex Con
- Wrote the highest-viewed editorial feature of 2017 with over 400k hits

Freelance Writer and Editor, *DrialsWrite.com*

2007–Present

- Guest speaker on various panels and industry events
- Contribute news, editorials, and lifestyle pieces to *Ebony.com*, *Essence.com*, and other publications
- Provide proofreading, line editing, ghost writing, and copy writing for miscellaneous content
- Usher writers through the creative process and develop copy with a critical, empathetic eye

REVOLT News and Media, *Senior Editor*

June 2016–Jan 2017

- Handpicked by CEO to create the tone, identity, and content plan of REVOLT.tv
- Influenced social strategy and company culture by sharing and implementing best practices
- Recruited and edited freelancers; conceived packages, features, and editorial stunts
- Actively worked to create content that expanded the female audience on linear and digital platforms
- Tweaked the editorial voice and garnered the highest engagement in site history

BuzzFeed, *Copy Editor/Writer*

Feb 2014–June 2016

- Polished my colleagues' writing across all site verticals; helped create the BuzzFeed Style Guide
- Contributed content for major editorial projects and themed content stunts
- Conducted celebrity interviews, covered events, and wrote highly shareable pop culture posts
- Helped establish and grow Cocoa Butter BF, BuzzFeed's initiative for black readers, by writing as well as collaborating across teams to strategize and create digital content plans
- Appeared in viral video that cracked 1 million views in one weekend

NFL Network, *Digital Content Producer*

Oct 2012–Feb 2014

- Edited, packaged, and posted content for 24/7 sports news desk
- Programmed the home page using analytics and news judgment for proper story prioritization
- Programmed daily newsletter for email subscribers
- Worked with broadcast assignment desk to cover breaking news and promote content across platforms

Rochester Democrat and Chronicle, *Multimedia Journalist*

June 2010–Dec 2011

- Wrote daily stories as reporter for Gannett newspaper and website
 - Contributed to staff blog and met social media goals set by management
 - Collaborated with other departments for special projects, including marketing initiatives and promotions
 - Several stories ranked among most-read online stories of the day and drew national attention
- *2010 Q3 Rochester Information Center Awards, Breaking News**

EDUCATION

B.S., Broadcast Journalism | Florida A&M University School of Journalism and Graphic Communication

PROFESSIONAL DEVELOPMENT

THREAD at Yale

June 2016

- Awarded a fellowship to Yale University's multiplatform storytelling program