

# Mary Meisenzahl

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## **EDUCATION:**

**Wellesley College**, Wellesley, MA  
*Bachelor of Arts in History*

Graduation: 2019

## **WORK EXPERIENCE:**

**Digital Commerce 360**, Chicago, IL

*Senior Editor*

Jan. 2023 – Present

- Write and edit daily news content on top online retailers for an audience of Fortune 500 executives
- Write and determine strategy for daily newsletter to thousands of readers
- Supervise story selection, framing, and SEO
- Create long-form reports using proprietary data on topics including fulfillment, AI, and marketing

**Business Insider**, New York City, NY

*Business News Reporter*

March 2021 – Jan. 2023

- Own the restaurant and fast food beats with the ability to pivot and cover breaking news across tech, media, and transportation and develop strategies for covering news
- Write, edit, and pitch ideas in publication-appropriate voice following a style guide
- Balance long-term reported features with quick news hits, using my editorial judgment to select stories
- Regularly reach 10 million page views using expertise in SEO and social media
- Appear on NPR, Wondery, and broadcast news programs as an expert source
- Work with editors, PR professionals, marketers, and analysts to source and place stories

*Business News Junior Reporter*

March 2020 – February 2021

*Technology Visual Features Fellow*

Sept 2019 – February 2020

**Curbed Boston, Mel Magazine, various other outlets**

Oct 2018 – Present

*Freelance Contributor*

- Placed stories on culture, real estate, and travel in outlets that reach millions of readers

**Boston Magazine**, Boston, MA

Sept 2018 – Dec 2019

*Editorial Intern, Digital Concentration*

- Pitch and write stories for [bostonmagazine.com](http://bostonmagazine.com)
- Write and distribute weekly Friday newsletter to thousands of readers

**Berkman Klein Center for Internet and Society**, Cambridge, MA

June 2018 – Sept 2018

*Internet Monitor Intern*

- Blog about Internet freedom and access, including a weekly review and interviews with experts
- Conduct research on Internet monitoring, filtering, and control efforts
- Manage social media presence to maximize impact and reach

**Index on Censorship**, London, England

June 2017 – August 2017

*Editorial and Fellowship Intern*

- Interview current fellows and write update pieces on their work
- Research and write stories on relevant freedom of expression issues
- Create video and audio pieces for news and promotional purposes

**The Wellesley News**, Wellesley College

Sept. 2015 – May 2019

*News Editor, Managing Editor*

- Generate story ideas relevant to campus life, assign them to writers, write my own story weekly

- Responsible for the paper's communications via email and interacting with printer and advertisers
- Mentor and manage new writers in news writing and interview technique
- Edit articles every week for clarity and fact-checking

**Skills:** AP Style, Copy Editing, HTML, Newsletter writing, Website management, CSS, InDesign, PhotoShop, SEO, Data analysis, Report writing, Editing for style and flow, Blog Writing, News Writing, Travel Writing, Management, Pitching Stories, Research, Interviewing, SquareSpace, Social Media Management, Google Drive, Microsoft Office, WordPress, Some Python and JavaScript