

# Caitlyn Somers

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## Work Experience

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### Us Weekly | Los Angeles, CA

Digital Writer | October 2022 – January 2026

- Researched and wrote 4-5 daily articles covering celebrity health, award shows, and breaking news to provide over 12 million readers readers with intriguing content in line with the magazine's target demographic
- Monitored article performance using analytics tools to assess reader engagement and optimize future content strategy
- Determined high-traffic topics by analyzing search trends on platforms like Google and social media while using SEO-driven strategies to boost organic traffic, capitalizing on real-time trends and viral topics
- Raised visibility and click-through rates by optimizing headlines and meta descriptions based on SEO best practices

### Her Campus Media | Los Angeles, CA

National Contributing Writer, Wellness Team | August 2022 – November 2022

- Authored an average of 1-2 monthly lifestyle and wellness articles aligned with Her Campus' mission, engaging over 8.4 million college-aged individuals with relevant, empowering content
- Integrated SEO-friendly keywords, headlines, and topics for better article performance and broader audience reach
- Produced content on a tight deadline by writing, editing, and publishing articles with a 24-48 hour turnaround, keeping up with the fast-paced nature of digital publishing and current trends

### Her Campus at UCLA | Los Angeles, CA

Senior Editor | September 2021 – June 2022

- Provided creative direction and guidance to a team of 20+ writers covering lifestyle, culture, politics, and more for the #1 College Magazine, ensuring diverse topics appealed to a wide range of women
- Fostered a collaborative environment and promoted skill development among writers by leading weekly meetings and workshops, creating a space for writers to share ideas, offer feedback, and improve content together
- Maintained consistency across content by editing an average of 10+ articles each week, making all pieces met the editorial guidelines and brand standards

### Daily Bruin at UCLA | Los Angeles, CA

Blogging Intern | October 2020 – June 2022

- Pitched, researched, and wrote 1-2 in depth articles per month on topics ranging from handling hectic 24-hour news cycles to social media's fascination with the true-crime genre, blending informative content with a creative writing style
- Gained expert insight and first-hand perspectives by interviewing professors and students for higher credibility
- Received formal training in media law and news writing from an LA Times journalist, refining skills in balancing a light-hearted blog tone with journalistic rigor

### The Everygirl Media Group | Chicago, IL

Editorial Intern | June 2021 – December 2021

- Created approx. 1-2 daily articles on various lifestyle, beauty, fashion, and wellness topics for The Everygirl and The Everymom audiences, totaling over 2.2 million monthly viewers
- Increased interactions with a 1M+ follower base by using Canva to design graphic content for Instagram posts and stories, capturing the brand's visual identity
- Updated older content with fresh, relevant information for shopping and lifestyle articles, providing readers with the latest information and raising the likelihood of return visits
- Elevated content credibility and trustworthiness by interviewing experts and sourcing insights as part of the research process, adding depth and authority to articles on mental health, relationships, and the Montessori method

### Society 19 | Los Angeles, CA

Writing Intern | July 2020- October 2020

- Delivered five 1000-word articles every week on fashion, beauty, home decor, and college life, maintaining consistent content quality and volume by using strong multi-tasking, organizational, and time management skills
- Leveraged an understanding of audience preferences and latest trends to produce beauty and relationship content, garnering 200K+ social media shares

## Education

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University of California Los Angeles (UCLA) | Bachelor of Arts in English

Minor: Film and Television

## Skills

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**Content Management & Website Builders:** WordPress, Wix

**Microsoft Office Suite:** Word, Excel, PowerPoint, Outlook

**Collaboration & Project Management:** Slack, Asana

**Design & Creative Tools:** Canva, Adobe Photoshop

**Google Workspace:** Docs, Sheets, Drive

**Social Media Platforms:** Instagram, Facebook, Twitter