

MATTEA VECERA

EXPERIENCE

Advance/SILive.com, New York, NY

Content Intern

Jan. 2025-Present

- Grow SILive's presence on Reddit through targeted posting, AMA sessions, moderator outreach, and trend-driven story developmen
- Optimize content strategy by monitoring referral traffic, engagement metrics and SEO opportunities

The NewsHouse, Syracuse, NY

Entertainment Lead Producer

Aug. 2024-Dec. 2024

- Led a team of 25+ undergraduate and graduate journalists
- Oversaw entertainment content management, story selection, reporter collaboration, and final publication presentation

SXSW, Austin, TX (Remote Work)

Startup Event Researcher

Sept. 2024-Nov. 2024

- Conducted comprehensive research on 668 emerging startups across targeted industries for SXSW Pitch 2025
- Evaluated startups for event producers through a venture capitalist lens, analyzing their value proposition, feasibility, and disruptive potential

Inc. Magazine (ASME), New York, NY

Editorial Intern

June 2024-Sept. 2024

- Pitched and wrote 25 digital articles, ranging from news stories to feature pieces, including profiles, service articles, and current event coverage
- Recruited under the American Society of Magazine Editors' internship program

20 Watts Magazine, Syracuse, NY

Editor-in-Chief

May 2023-Aug. 2024

- Oversaw the digital magazine, managed the editorial team, and developed and executed concepts to support our brand identity as the premier publication for Syracuse University's music scene
- Initiated a publication rebrand, added multiple E-board positions, and increased our general body by more than 100 members

Staff Writer / Web Editor

Sept. 2021-May 2023

Mixtape Magazine, Syracuse, NY

Head of Digital Content

April 2022-Dec. 2023

- Leader in organizing, green-lighting, and editing web content for Syracuse University's hip-hop music and culture based publication
- Orchestrated weekly meetings, coordinated with 30+ writers and digital designers, and managed the website and Instagram, generating evergreen content to engage with a combined audience reach of over 30,000 people

Staff Writer, Digital and Print

Sept. 2021-April 2022

Glitter Magazine, Irvine, CA (Remote Work)

Entertainment Writing Intern

June 2023-Aug. 2023

- Followed trending topics and evolving pop culture/entertainment news to develop, pitch, and write four articles per week

EDUCATION

Syracuse University (May 2025)

Dean's List (Fall 2021-Fall 2024)

S.I. Newhouse School of Public Communications

B.S. Magazine, News, and Digital Journalism

College of Arts & Sciences

B.A. Philosophy

Northwestern University

Medill Cherubs Program

June 2019-July 2019

PUBLICATIONS

Inc. Magazine

University of Miami Business Law Journal

Contributing Editor "History of Hip-Hop, Violence, and Legal Analysis"

Glitter Magazine

The NewsHouse

20 Watts Magazine

Mixtape Magazine

AWARDS

William Glavin Award for Excellence in Magazine Writing (April 2024)

SKILLS

- Microsoft Office
- AP Style Writing
- Adobe Premiere Pro, InDesign, and Illustrator
- Wordpress
- Research and Fact-Checking
- Copy editing

CONTACT

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