

# ADRIENNE J. ROMERO

## Experienced Sports Journalist

201-716-9827

adriennejoyceromero@gmail.com

Jersey City, NJ 07306

## Biography

I bring stories to life and give them a purpose. With over 4,000 pieces of work published to date, I have told stories in different mediums from articles, fictional stories, short videos, Instagram reels and TikToks. I am an entrepreneur, dedicated and work with integrity. I continue to hone in on my craft.

## Career Summary

### **CSI Sports Inc.**

#### **Digital Service Specialist | August 2021 - February 2023**

- Publish 3,000 articles per year
- Increased readership by 20%, getting company more exposure
- Write & co-produce nearly 300 Daily News segments per year, serving a global cable network in over 50+ countries in English and Spanish
- Increased following and engagement on all social media platforms by 15%, increasing level of exposure and credibility
- Revived Twitter page by giving it a persona to be more unique among others
- Manage a dozen writers globally and locally; issuing 2-3 assignments per day
- Helped rebuild digital department and increased ranking among similar publications
- Collaborate with sales department to monetize digital content
- Direct supervision with web developer to improve readability and speed

### **JULIETTE Technologies**

#### **Freelance Writer | July 2021 - Present**

#### **Freelance Editor In Chief | September 2022 - Present**

- Publish over 100 blog posts per year
- Increased blog readership by 12%, giving company more value than being just a dry cleaning company
- Researched and co-wrote an 84-page magazine within 5 months with a global team; magazine was featured on ABS-CBN, the largest entertainment & media conglomerate in the Philippines
- Wrote the landing page description of Chinese Laundry Inc., which is seen by hundreds daily
- Wrote the FAQs for the website that has over 100 visitors per day, improving customer service
- Took photos, videos, and wrote a recap blog post on a Curated event hosted by JULIETTE at Tory Burch's flagship store in Soho, New York

## **Slice of Culture**

### **Co-founder | June 2020 - Present**

- Built an award-winning media outlet from scratch
- Awarded \$40,000 grant from the state of New Jersey to increase civic engagement and inform local communities about relevant issues
- Partnered with Saint Peter's University and Kean University for their support in projects
- Awarded "Best Grassroots Journalism" from the New Jersey Society of Professional Journalist, the most prestigious journalism organization in the US
- Wrote articles that have recorded over 1,000 views, gaining exposure and credibility with the community
- Manage a local team of 15 people, including writers, graphic designers & illustrators; giving them assignments on a weekly basis
- Update editorial calendar on a bi-weekly basis
- Handle sales, Google Ads, Google Analytics
- Maintain website to ensure there are no broken links, pages, or other possible issues

## **The Jersey Journal**

### **General Assignment Reporter | May 2018 - April 2021**

- Published over 2,000 articles, with multiple stories recording over 10,000 views
- Maintained website traffic over the weekend as the sole weekend reporter
- Attended and covered at least 8 community events per month and also established connections
- Broke the news that Akon was appearing at the 2018 Fourth of July Festival in Jersey City; also had exclusive interview with him before performance
- Managed photographers to coordinate art for articles
- Occasionally took photos and videos of my own for articles