

Brand Strategist / Editorial & Media Relations Lead

Multimedia journalist and marketing strategist with 5+ years of experience producing 150+ artist interviews annually, boosting 300+ live events, and leading editorial and content strategy for music and culture platforms.

Managed shows with up to 8,000 attendees and partnered with global brands such as elrow, Live Nation, CircoLoco and Beatport. Increased audience growth through SEO-driven publishing, multimedia storytelling, and targeted campaigns. Proven ability to integrate data insights, narrative strategy, and digital marketing to amplify artist visibility, deepen engagement, and lead cross-functional teams across editorial, live events, and digital platforms.

Areas of Expertise		
- Investigative Journalism - Content Marketing - Content Planning - Digital Publishing - Content Development - Social Media Marketing - Strategic Planning & Execution	- Artist Interviews - Brand Positioning - Editorial Strategy - Editorial Leadership - Multimedia Storytelling - Team Leadership & Training - Cross-Functional Collaboration	- Feature Writing - Video Production - Campaign Strategy - Project Management - SEO Optimization - Trend Forecasting - Prompt Engineering

Professional Experience

SEERS, Gray Area – Miami, Florida

Investigative Journalist

2023 – Present

Drive investigative journalism by leading the editorial voice and generating a significant volume of artist and industry interviews. Cultivate compelling content for marketing, social media, and weekly newsletters to enhance audience engagement. Develop in-depth features, perform comprehensive research, and create impactful narratives that delve into music industry dynamics. Integrate multimedia content to strengthen storytelling and foster deeper audience connection. Collaborate with editors and contributors to maintain high editorial standards and ensure seamless content distribution. Drive artist growth through social media campaigns and digital promotions. Partnered with brands such as Live Nation, CircoLoco, elrow, Ultra, and Avant Gardner via Gray Area. Manage Ibiza coverage and conducted interviews at Ultra Music Festival. Create and deploy email campaigns to re-engage past attendees.

Key Contributions:

- Streamlined editorial workflow using Airtable and Sanity CMS, enabling faster turnaround and stronger team alignment.
- Produced 150+ annual shows with average attendance of 500+ per event.
- Supported 300+ events, including shows with 8,000+ attendees, overseeing full-scale logistics.
- Elevated international artist presence in North America through storytelling, interviews, and targeted email content.
- Increased multimedia content integration by over 65%, enriched editorial storytelling, and strengthened audience connection.
- Supported content reach and distribution, showing steady reader interest and strong engagement.
- Optimized collaborative workflows and improved overall editorial quality by coordinating and guiding a core team of contributors and editors.
- Expanded and managed editorial content to over 24,000 published or processed documents, supporting continuous content growth.

Michela Iosipov

WUFT-FM / Radio One – Gainesville, FL
Content Creator / Reporter

2021 – 2023

Developed engaging drive-time segments, while leveraging keen storytelling skills to pitch unique and compelling original stories for radio broadcast. Edited content meticulously to ensure clarity and audience engagement during live broadcasts. Utilized an eye for detail to uphold high production standards as well as addressed both content flow and technical precision. Supported cross-functional teams with content development and enhanced listener experience through creative insights. Delivered weekly morning radio news broadcasts at the University of Florida.

Key Contributions:

- Spearheaded successful content pitches, leading to feature broadcasts.
- Produced notable daily content for broadcast and maintained audience reach and satisfaction.
- Managed coordination and guidance of a core team, boosted collaborative workflows, and elevated editorial standards.
- Enhanced broadcasting quality and maintained alignment with audience interests in collaboration with contributors and editors.

Education

[Master of Arts in Journalism, Specialization: Multimedia Journalism, Directing, Broadcasting](#) | University of Florida

[Bachelor of Arts in Communication Studies](#) | Florida Atlantic University

Academic Project

[Video & Social Media Intern at Owl TV](#) | The Official News Station of Florida Atlantic University

Certifications & Licenses

[Prompt Engineering for ChatGPT](#) | Vanderbilt University

[The Dance Music Journalism Masterclass](#) | Jordan Mafi

Selected Work

[Gray Area – Author Profile](#)

[MP3 MAG – Published Articles](#)

Languages

[English](#), Fluent | [Russian](#), Fluent

Technical Proficiencies

Sprout Social, Sanity CMS, Airtable, Asana, Excel, Adobe Premiere Pro, Klaviyo