

# MARIANA DELGADO

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## WRITER/COPYWRITER/EDITOR

A University of South Florida graduate with a master's in liberal arts and a background in mass communications. Co-founder and editor-in-chief of Screen Speck, a multicultural publication dedicated to granting a platform to unheard voices in the entertainment industry. Background as a freelance writer for Collider & The Mary Sue and published in other online publications such as FilmCred, FlipScreen, Inverse, and ScreenQueens. Currently working as an editor for Nielsen in their cable/satellite department.

## SKILLS

Copywriting	Social Media Marketing	Team Leadership
Website Building/WordPress	Public Relations Outreach	Communication
Google Suites	Adobe Suites Specialist	Time Management

## PROFESSIONAL EXPERIENCE

### THE MARY SUE

October 2023 - Present

#### Weekend Writer Freelancer - Remote - Part Time

- Cover and write reviews for several television and film debuts throughout the year.
- Part of my coverage included popular films and series such as *Anyone But You*, *Lost*, and *Succession*.
- Generate original SEO-centric pitches for features.

### NIELSEN

June 2022 - Present

#### TV/Cable Satellite Editor - Remote

- Edit and maintain television schedules and database information for satellite, pay cables, and pay-per-view listings in all domestic and international markets.
- Work with exciting, high-profile clients such as National Geographic, Disney, and A&E Network, immersing yourself in the vibrant world of media and entertainment.
- Keep organized and on task in a remote environment.
- Analyze, develop, and recommend solutions to editorial, communication, and technical procedural needs to ensure the accuracy of editorial listings, the authenticity of program information, and timely delivery to in-house personnel.

### SCREEN SPECK

February 2022 - Present

#### Editor in Chief/Co-Founder - Remote - Part Time

- Design, edit, and launch an entertainment news website from scratch on WordPress.
- Develop new and complex WordPress skills such as building an entire website template, incorporating multiple writer-friendly interfaces, and SEO.
- Develop an organic online presence and social media following on Twitter and Instagram.
- Learn about GoogleSuites and Google AdSen to monetize site.

**UNIVERSITY OF SOUTH FLORIDA**  
**Graduate Assistant**

**August 2018 - August 2020**

- Assist professors in grading for introductory courses such as Introduction to Humanities.
- Work closely with professors in any extra activities for introductory courses.
- Independently run online courses, create assignments, and assess student performance at the end of each semester.
- Overseeing students in group settings and offering academic guidance.

**MOFFITT CANCER CENTER**  
**Social Media Coordinator**

**August 2016 - December 2016**

- Developed and executed strategies to improve organic search engine rankings.
- Analyzed competitor sites and digital trends.
- Monitored website metrics and SEO performance.
- Coordinated with central communications departments such as Public Relations and Marketing.

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## **EDUCATION**

**University of South Florida**

Master of Liberal Arts (2018 - 2020)

**University of South Florida**

Bachelor of Arts, Major in Communications (2013 - 2017)

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References are available on request.