

NORA HESTON TARTE

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AREAS OF EXPERIENCE:

- SEO/Marketing/Analytics
- Microsoft Office/InDesign/Photoshop/CMS/Wordpress
- Interviewing/Reporting
- Editing/Proofreading
- Social Media/Blogging/Online Writing
- Copy Writing/Feature Writing
- Project Management
- AP Style/Chicago Manual
- Team Management

RELATED PROFESSIONAL EXPERIENCE

Tahoe Adventure Company, Tahoe, CA **Social Media Director**

2021-Present

- Manage social media accounts for outdoor company based in Tahoe/Truckee
- Write, edit press releases, one sheets and other marketing materials for distribution
- Manage relationships with company partners, local media, etc. to promote the TAC brand

San Joaquin Magazine, Lodi, CA **Section Editor/Managing Editor**

2015-Present

- Manage a small staff of writers, editors and photographers
- Plan, assign and manage assignments for 16 magazines per year, including editorial calendar creation
- Write, edit and assist in design for all issues of San Joaquin Magazine
- Work with businesses and community organizations to story plan, collect photos and create meaningful journalistic pieces
- Adhere to Chicago Manual Style guidelines per publication regulations

65/57 Degrees Magazine, Bay Area News Group, Central Valley Business Journal, edible Reno/Tahoe, Lodi News Sentinel, NerdWallet.com, Reno Magazine, Reno News & Review, Sacramento Magazine, San Francisco Chronicle, Tahoe Quarterly, This Is Reno, and more, Multiple Locations

2009 - Present

Independent Contractor/Freelance Editor

- Pitch stories and complete given assignments for publication on strict deadlines, work closely with editors
- Write clear, concise, audience-appropriate copy on topics such as arts and entertainment, sports, local government, education, local events, human interest and political issues, utilizing AP style
- Conduct professional interviews with various types of people in order to collect accurate data for stories; research topics and obtain related documents

California State University, Stanislaus **Content Specialist (TER)**

2016-2017

- Wrote and planned campus magazine
- Created content for emails, press releases, websites, publications, speeches, and more.
- Planned social media campaigns for several CSUS platforms to include Facebook, Twitter and Instagram
- Utilized HootSuite for social media planning

Contentz.com, Sacramento, CA **Project Manager & Senior Editor**

2017-2019

- Worked closely with clients to handle all client accounts, providing media and marketing services
- Wrote, planned and created web content including webinars, newsletters, websites, blog posts, articles, landing pages and more
- Created content for social media channels as well as collaborated on business marketing plans

Kirkman Group, Inc., Reno, NV

2013

Copywriter

- Wrote and edited audience-appropriate marketing material for both consumer and professional line of products and related promotions including press releases, website copy, email blasts, etc.
- Managed company programs and projects to include creating marketing promotions, tracking metrics and ROI, creating proposals and managing follow-through
- Managed, edited and wrote for the company monthly and bimonthly newsletters including assigning articles and developing monthly themes/planning all aspects of the publications
- Found and presented new partnership proposals and ideas to company executives and handled B2B relationships
- Managed content, wrote copy and tracked metrics for social media - Pinterest, LinkedIn, Twitter, Facebook

Arizona Parenting Magazine, Scottsdale, AZ

2011 - 2013

Editor-in-Chief & Calendar Editor

- Proofread and edited all copy for style and grammar and approved proofs before publication
- Wrote copy on topics related to parenting and managed, wrote and edited monthly calendar
- Conducted professional interviews with industry professionals, advertisers, local parents and celebrities
- Managed a team of freelance writers and college interns while working closely with magazine publishers, employees and graphic designer for magazine with monthly readership of more than 60,000 people

Independent Newspapers, Inc, Apache Junction, AZ

2012

News Editor/News Services Assistant

- Assisted news services editor in weekly tasks to prepare for weekly publication of three newspapers: Queen Creek/San Tan Valley Independent, Apache Junction/Gold Canyon Independent and East Mesa Independent
- Conducted professional interviews and wrote original copy on strict deadlines that appeal to the local public and include topics such as local government, education and sports; worked with a team of professionals and volunteer reporters to create clean, informative copy for publication
- Created layout using InDesign and InCopy and edited and processed photos for publication using PhotoShop.
- Attended events and provided coverage including taking photos for publication and conducting on-site interviews

AOL, LLC/Patch.com, San Francisco Bay Area, CA

2010 - 2011

Freelance Journalist/ Weekly Columnist

- Attended events and completed on-site interviews with patrons, business owners and charity members
- Wrote copy on topics such as arts and entertainment, human interest, local government, event advances and more, tailoring writing style to meet needs of different audiences and producing upward of 15 articles weekly
- Conducted professional interviews, research topics, obtained related documents, took photographs and video to accompany stories
- Utilized a CMS system to upload stories online

EDUCATION/TRAINING

- B.A., Journalism, California State University, Sacramento, California, minor in Communication Studies
- M.A., Professional Journalism, University of Nebraska, Lincoln (Grad Date: 08/2021)

VOLUNTEER WORK/ORGANIZATIONS

- Volunteer event coordinator/donation coordinator, Sierra Nevada Basketball
- Volunteer event coordination/donation coordinator, Damonte Ranch High School Girl's Tennis
- Volunteer at Operation Showers of Appreciation, 2014
- Volunteer Journalist, Sacramento Region Community Foundation
- Volunteer Journalist – California Watch, 2010
- Member of the Alpha Phi, Eta Theta Chapter, San Francisco State University
Held Social Chair and Class Secretary position at Alpha Phi. Conducted charity work and event planning with Alpha Phi Foundation.