

Diego Graglia

diegograglia.net/portfolio

Content strategist, budding UX writer.

Marketing pages, landing pages, blog posts, thought leadership. Emails and newsletters, search, social and display ads. In-product messaging, user flows.

20-plus years as a writer, editor and manager in multimedia journalism.

CURRENT OCCUPATION

SURVEYMONKEY, San Mateo, CA

Content Strategist

Since Aug. 2017

- Content strategy and execution for SurveyMonkey Audience.
- Cross-functional collaboration with product marketing, paid marketing, design, SEO, CRM.
- Recent UX writing projects: Refer a Friend program, SM website's nav bar and submenus.

SEO Writer & Editor

May - July 2017

- Content production for SEO campaign. Improved search rankings with [engaging content](#).

UNIVERSITY OF CALIFORNIA SANTA CRUZ

Lecturer

Currently

- Workshops in News Writing, Audio Storytelling at the Master's in Science Communication.

TERCOS MEDIA, San Francisco

Podcast Producer and Host, [El Valle de los Tercos](#)

Currently

- The first and best Spanish-language show from Silicon Valley, +6,000 monthly downloads.
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PROFESSIONAL EXPERIENCE

FREELANCE, Santa Cruz, CA

Content Editor and Writer

Until 2017

- Produced/managed online content using CMS, SEO, HTML, digital video and photo skills as freelance news correspondent for [Univision Digital News](#).

TIME INC., Mexico City

Editor-in-Chief, *Expansión* magazine

2013 – 2015

- Directed Mexico's premier business magazine. Supervised content strategy in print, web and social media. Led a 25-person team, mentoring editorial and creative talent.
- Interviewed top executives at global companies including Facebook, BlackRock, AB InBev.
- Served as brand spokesman with weekly appearances on CNN Mexico and national radio.

Deputy Editor, *Expansión* magazine 2012 – 2013
- Managed the newsroom. Organized workflow, supervised content assignments and executed editorial calendar for a biweekly publication.

THE ASSOCIATED PRESS, Mexico City
Deputy Sports Editor for Latin America 2011 – 2012
News Editor 2009 – 2011
- Edited correspondents based in the U.S., Europe and Latin America.
- Supervised the A.P. news wire, selecting and prioritizing news to publish.
- Developed high-speed decision-making abilities.

PREVIOUSLY

Web Editor, *Feet in 2 Worlds*, New York (remote from Mexico) 2008 – 2010
Freelance writer, *Daily News*, New York 2004 – 2008
Local news reporter, *The Star-Ledger*, Newark, N.J. 2003 – 2004
News reporter, newspapers and wire services, Argentina 1997 – 2002

EDUCATION

New York University, M.A. in Latin American Studies, McCracken fellow 2006 – 2007
Columbia University, M.S. in Journalism, Fulbright scholarship 2002 – 2003
Universidad Nacional de Misiones, Argentina, B.A. in Journalism 1994 – 1997

LANGUAGES

Professional-level Spanish and English. Conversational Portuguese. Basic French.