

BENJAMIN BRAZIL

Award-winning journalist and digital editor with deep expertise in creating compelling content, communications and media.

CORE COMPETENCIES

Writing and Editing:

- Compelling Digital and Print Storytelling
- Proofreading
- Higher Education
- Editorial Strategy

Digital Media and Marketing:

- Web Editing
- Media Relations
- Design
- Market Research
- Copywriting
- Content Marketing

Communications:

- Multi-Channel Content Management
- Newsletters
- Digital Media Production
- Social Media

WORK EXPERIENCE

Los Angeles Times

Digital Editor

Los Angeles, CA
July 2022 to Present

- Managed and produced high-quality content across multiple channels
- Oversaw all facets of content strategy, including creation, design and promotion
- Ensured content was accurate, compelling for broad and targeted audiences and adhered to *LA Times* standards
- Responsible for editing homepage and website of the *LA Times*, making sure it aligns with mission, values and priorities
- Served as project manager on complex comprehensive multi-channel projects, including written, visual, digital and electronic communications
- Demonstrated strong time management skills while creating, developing and implementing long and short-term strategic plans in a fast-paced environment
- Collaborated with data analysts, audience engagement and product developers to understand audience, improve the digital experience of the website and ensure content was shared across social media platforms
- Regularly provided strategic guidance to top editors and writers
- Expert in content management system, regularly helped staff with technical questions

University of California

Freelance Marketing Writer

Orange County, CA
Feb. 2022 to Present

- Served as primary storyteller for UC Irvine's Paul Merage School of Business
- Identified, wrote and edited engaging online and magazine content to promote the school
- Wrote broad and targeted stories about student success and business school initiatives for internal and external audiences
- Wrote press releases and strategic communications materials to promote events, programs and important announcements

- Conducted interviews with institutional and thought leaders and ensured their ideas and stories were communicated in a clear, inspiring and impactful way
- Wrote quotes and messaging for the Dean

Los Angeles Times

Journalist

Orange County, CA
Sept. 2016 to July 2022

- Produced newsletter, high impact digital and print content and social media posts on tight deadlines on topics including education, academic research, business, technology, health, culture, politics and social services
- Researched, wrote and produced the *LA Times*’ newsletter for Orange County (6th largest county in US)
- Increased reader engagement using analytics — more than quadrupling newsletter’s audience
- Wrote headlines, teaser copy and managed imagery for stories
- Used social media to amplify content and publications
- SEO expertise to ensure stories got optimal exposure
- Wrote compelling content to engage specific audiences

EDUCATION

University of California, Berkeley

Bachelor of Arts in Anthropology

Berkeley, CA
2014

Google Digital Garage

Fundamentals of Digital Marketing Certificate

AWARDS AND HONORS

2023, Served as a digital editor on Pulitzer Prize-winning coverage of the *LA Times*’ L.A. City Council leak scandal

2019, California Journalism Award for profile story about a private investigator fighting for the wrongfully convicted

2018, California Journalism Award for feature story on a monastery preaching temperance and patience amid modern Southern California culture

2020 and 2021, Elected to board of the Orange County Press Club and helped with mission to support, promote and defend quality journalism in Southern California

TECHNICAL SKILLS

Microsoft Office Suite, Macintosh, Content Management System, Social Media Apps, SEO, Data Collection and Analysis