

# Alana Pedalino

**Editorial, Social & Marketing Pro**

🌐 [alanapedalino.com](http://alanapedalino.com)

## **Summary**

Award-winning writer adept at crafting compelling copy. Drives audiences to polished product; excels at communicating stories. Associated with brands such as:



## **Experience**

### **Managing Editor, Culture Media | 2024–Present**

Lead editorial and social media efforts for this national food and beverage media outlet. I:

- Edit and write articles for Culture’s magazine and website.
- Create engaging content for an Instagram account that reaches 53.3K followers.
- Produce and deploy two weekly newsletters that reach 25,000 subscribers with open rates of 40+ percent, CTR of 5 to 10+ percent.
- Cover conferences and events, including the Fancy Food Show.

### **Digital Marketer, Eerdmans Books for Young Readers | 2024–2025**

Led marketing for this art-driven indie publisher of globally-inspired children’s books. I:

- Created content for an Instagram account that reaches 10.3K followers.
- Produced newsletters that reach 11,000 subscribers with an open rate of 30+ percent.
- Worked cross-functionally to manage projects and products.
- Organized presence at trade shows and conferences such as ALA and NCTE.
- Weighed in on acquisitions and sales channels.

## **Key Skills & Apps**

AP & Chicago Styles. Blogs. CMS. Communications. Content Creation. Copywriting. Editorial. Marketing. Newsletters. Project Management. Publicity. SEO. Social Media. Strategy. Asana. Canva. Invision. Mailchimp. Monday. Trello. Wipster. WordPress.

## **Recognition**

AWP. Lighthouse Writers Workshop. Windmill Books. 92NY. Maryland-Delaware-DC Press Association. The Buffalo News. ACES: the Society for Editing. Lannan Fellows Program.