

Aida M. Toro

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EXPERIENCE

The New York Times, New York, NY— *Audience & Development Editor*

APRIL. 2025 -MAY. 2025

- Reviewed and analyzed hundreds of New York Times stories weekly to extract structured data, including author attributions, OCR accuracy, and title formatting for internal databases and content integrity assessments
- Collaborated with editors and managers to process and quality-check batches of up to 1,500 stories weekly, ensuring accurate submission through daily team check-ins and problem-solving discussions

Freelance Lifestyle Journalist + Copywriter, New York, NY

DEC. 2022 -PRESENT

Lifestyle Journalist/Writer/Editor

Current Publications: *Business Insider*, *Edible Manhattan*, *Hobnob Magazine*, *The House Magazine*, *Real Homes*, *Adopt a Pet*

- Pitch, research, and write lifestyle stories across fashion, wellness, beauty, travel, pet care, home, how-to guides and more for digital and print outlets (both short + long form)
- Interview industry experts and thought leaders to provide original reporting and insight-driven stories
- Craft compelling profile features spotlighting creatives, founders, and tastemakers with a focus on voice, depth, and narrative arc
- Produce SEO-optimized, deadline-driven content aligned with editorial tone, brand vision, and audience engagement goals
- Attend tradeshow, fashion/beauty/fitness/culinary events, and travel to report immersive destination stories and uncover lifestyle angles tied to design, culture, and experience

SKILLS

-Microsoft Suite
-Adobe Photoshop
-CMS: Wordpress, Presto, Squarespace, Contentful, Ghost & more
-Mailchimp
-Google Keyword Planner
-Facebook/Instagram/Twitter
-Chartbeat
-Brightcove
-Final Cut Pro
-Asana, Monday and Air Table
-GAIN App & other social media scheduling apps
-AP Style Writing
-SEO
-G-Suite
-Meltwater, Cision, & Fashion GPS
-Canva
-IMDB Pro
-Keynotes
-Trello
-Notion

LANGUAGES

English and Spanish

PR/Copywriting

Current Clients: *Schutz & Alexandre Birman*

- Develop and execute compelling copy for multi-channel campaigns including email, SMS, paid media, and website, ensuring brand consistency across all touchpoints
- Collaborate with cross-functional teams including design, and marketing to bring product and brand stories to life through strategic messaging
- Edits and proofreads all copies before they go live
- Craft persuasive headlines, taglines, product descriptions, and promotional content aligned with seasonal marketing goals
- Developed SEO strategy to maximize copy's reach
- Re-vamped all language for the newly dropped Schutz app and re-brand
- Developed language for Schutz's re-sale program

DISRPT PR, New York, NY— *Copywriter + Coordinator*

MARCH. 2021 -NOV. 2021

- Cultivated ideas for pitches with the internal team, drafted pitches/press releases, drafted media strategies, curated new business presentation decks, pulled media lists from Cision + media scanning, clipping articles, updating media tracker

Hanna Lee Communications, New York, NY— *PR Coordinator*

NOV. 2020 -FEB. 2021

- Maintained contact databases and mailing lists with updates
- Drafted and edited press releases and presentations + media scanning, clipping articles, updating media tracker

DCG Media Group, New York, NY— *PR Assistant*

FEB. 2020 -APRIL 2021

- Drafted and proofread pitch letters, press releases, videos and presentations
- Maintained contact databases and mailing lists with updates

Downtown Magazine, New York, NY— *Lifestyle Writer*

DEC. 2019 - FEB. 2020

- Pitched and produced travel, food, health, fashion, and beauty stories for the digital platform (2 stories a day)
- Attended beauty, fashion events, and restaurant tastings for stories

New Face Fashion Magazine, Remote— *Features Write*

JULY. 2018 - FEB. 2020

- Produced 4 feature stories every month for print and 3 a day for web on celebrities, influencers, artists, and a culinary column
- Assisted stylists and photographers on set for major print issue editorials

NyGal Magazine, New York, NY — *Freelance Features Writer*

MAR. 2018 - JUL. 2018

- Wrote 5 short feature stories a week on celebrities, influencers, and artists, along with beauty product roundups

Hoboken Life, Hoboken, NJ — *Freelance Lifestyle Writer*

MAR. 2017 - OCT. 2018

- Researched and wrote 10 lifestyle and feature blog posts a week on a wide range of subjects

Gannett, Woodland Park, NJ— *Staff Reporter*

MAR. 2016 - MAR. 2017

- Produced news, features, and evergreen stories on three Bergen and two Hudson County communities a day (15 stories a week)
- Captured photos and video when needed for stories

EDUCATION

The New School, New York, NY — *Certificate Course in Media Writing Essentials*

JAN 2023

New Jersey City University, Jersey City, NJ — *B.A. Journalism*

SEP 2008 - MAY 2012

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