

OLIVIA NILAND

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ABOUT: I am a writer, reporter, and social media editor who has spent years working in leading national newsrooms. I'm an accurate, independent and adaptable journalist, and thrive under pressure and deadlines.

EXPERIENCE

The Wall Street Journal

New York, NY

Social Media Editor

8/21 — present

- Serve as the first evening social media editor for *The Wall Street Journal*, targeting breaking, exclusive and enterprise news reporting to evening and overnight audiences as well as international readership.
- Manage The Journal's Facebook, Twitter and LinkedIn accounts, with a combined reach of 25 million+ during breaking news situations. Publish updates and exclusive reporting across The Journal's social channels.
- Create Twitter Moments and Instagram posts to draw in new readership and spotlight in-depth reporting.

BuzzFeed News

Los Angeles, CA

Senior News Curation Editor

6/17 — 8/21

- Managed all BuzzFeed News social media platforms, including Twitter, Instagram, Facebook and LinkedIn.
- Updated platforms during breaking news events and coordinated with editors to ensure accurate coverage.
- Wrote and developed publishing plans for breaking news, features and investigations, including an international Pulitzer Prize-winning series about Uyghur detention camps in Xinjiang.
- Led news push alert strategy for the BuzzFeed News and BuzzFeed apps and Apple News.
- Curated Twitter Moments and pitches for Apple News, Smart News and FlipBoard.
- Advised editors on SEO, traffic data, and headline and publishing best practices.
- Managed the @World Instagram account (825k+ followers), sourced and wrote all original posts.

Breaking News Reporter

10/19 — 8/21

- Reported national breaking news stories for BuzzFeed News, covering the pandemic, presidential elections, protests, and other topics with quick turnarounds for a highly-engaged and diverse audience of millions..

Additional experience: NBC Los Angeles, The Hollywood Reporter, USA Today, Mashable, Los Angeles Magazine

EDUCATION

University of Southern California

May 2016

Annenberg School of Journalism

Print and Digital Journalism, B.A

Los Angeles, California

Magna Cum Laude

UCLA Extension, Creative Nonfiction Writing

March 2019

SKILLS

Content writing | Breaking news coverage | Social media copywriting and curation | Google Analytics, Crowdtangle, SocialFlow, Tweetdeck | Push alert notifications | Adobe Creative Suite | Headline writing | Twitter, Facebook, TikTok, Instagram, IGTV, Reels, LinkedIn | SEO | Apple News, SmartNews, FlipBoard | Audio, photo, video production and editing