

OLIVIA NILAND

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SUMMARY

Digital news editor and audience engagement specialist with 10 years of experience developing and executing content strategies for fast-paced national newsrooms. Cross-platform specialist with extensive background in breaking news push alert notifications, headline writing, social media copy, homepage curation and more.

EXPERIENCE

LinkedIn

Engagement Editor

Remote

Sept. 2023 — March 2025

- Wrote in-app news notifications, push alerts and emails delivered to 40+ million LinkedIn members weekly.
- Strategized daily email ideation, including pitching, audience targeting, subject lines, copy and more.
- Collaborated with and onboarded hundreds of news organizations to LinkedIn's publisher program.
- Built and curated finely-tuned audiences to ensure members received relevant and insightful content.
- Analyzed in-depth performance data and presented key findings to stakeholders at LinkedIn.

CBS News

Push and Platform Editor

New York, NY

Nov. 2022 — Sept. 2023

- Wrote breaking news alerts for the CBS News app, Apple News, CBSNews.com, and email newsletters.
- Wrote breaking news stories, trending content, and explainers for CBSNews.com.
- Coordinated coverage with producers and editors across CBS News Digital, CBS Evening News, and other teams.
- Ran daily YouTube live streams, created YouTube Stories and Shorts, and optimized channel SEO.
- Pitched and curated stories for partner platforms including SmartNews, FlipBoard, and Apple News.
- Analyzed performance data for push alerts, YouTube livestreams, and social posts using Tableau and other tools.

The Wall Street Journal

Social Media Editor

New York, NY

Aug. 2021 — Nov. 2022

- Served as the first evening social media editor for The Wall Street Journal, targeting breaking news, exclusive reporting, and enterprise features for evening, overnight, and international audiences.
- Independently managed and published content to the Journal's Facebook, Twitter, and LinkedIn accounts, with a combined audience of more than 40 million followers.
- Created Twitter Moments and Instagram posts to draw in new readership and spotlight in-depth reporting.

BuzzFeed News

Senior News Curation Editor

Los Angeles, CA

June 2017 — Aug. 2021

- Managed all BuzzFeed News social media platforms, including Twitter, Instagram, Facebook and LinkedIn.
- Led the breaking news push alert strategy for the BuzzFeed News and BuzzFeed apps and Apple News.
- Developed and executed publishing plans for breaking news stories, features and investigations, including an International Pulitzer Prize-winning series about Uyghur detention camps in China.

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EDUCATION

University of Southern California
Annenberg School of Journalism
Bachelor of Arts, Print and Digital Journalism

May 2016
Magna Cum Laude

SKILLS

Content Management: Content strategy, editorial calendars, CMS platforms, project management

Copywriting: Breaking news, push notifications, email copywriting, social media copy, headline writing

Technical: SEO Tools, CTR analytics, audience creation, HTML, video editing, social media management

Soft Skills: Team leadership, editing and proofreading, cross-functional collaboration, time management