

JASMIN SUKNANAN

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EXPERIENCE

BUZZFEED

Associate Finance Editor [Oct. 2020–present]

- Brainstorm and implement strategies to build a finance vertical; collect and interpret quantitative data to inform new content strategies, resulting in page views doubling.
- Strategically pitch, and write articles on investing, saving, budgeting, retirement, credit, and real estate; produce content that receives over half a million views.
- Create content formats that consistently rank above the 75th percentile for views.
- Research and review financial brands and companies for potential affiliate partnerships, and execute work for partnerships; highest affiliate earner for financial services.

Jr. Market Writer [Aug. 2019–Oct. 2020]

- Analyzed weekly revenue reports to brainstorm, pitch, and produce 3–6 posts featuring top beauty, home, travel, and lifestyle products from various retailers.
- Garnered an average monthly revenue of \$260,000; consistently wrote top-earning posts on a team of 35 writers.

Editorial Fellow [Mar. 2019–Aug. 2019]

- Brainstormed, pitched, and produced 8–10 evergreen and trending articles related to food, lifestyle, and pop culture, garnering an average of over 8 million monthly views.
- Edited posts submitted by members of the BuzzFeed Community
- Collected and organized quantitative data to develop and pitch new content formats.

LEAD OUT LOUD

Founder & Blogger [Dec. 2015–present]

- Create weekly blog posts centered around topics on finance, career, and millennial wellness, garnering over 100,000 page views per month.
- Brainstorm content based on Google Trends research, social media discussions, and timely events.

INSIDER

Freelance Writer [Dec. 2018–Mar. 2019]

- Pitched, researched, and wrote 2–3 articles per week pertaining to food and lifestyle, resulting in over one million views.
- Interviewed experts in order to gather information for stories in a timely manner.

Video Fellow [Jun. 2018–Dec. 2018]

- Used social media to research and pitch 1-3 video ideas daily and wrote 2-4 video scripts weekly, generating a combined total of over 300 million Facebook and YouTube views.
- Conceptualized, led, and executed video shoots featuring unique NYC restaurants, and appeared as on-camera personality.

PLANTED

Freelance Career Writer [Sept. 2018–Feb. 2019]

- Researched, pitched, and created articles related to career tips and startup culture in a timely manner.

CERTIFICATIONS

Cryptocurrency Foundations
Financial Wellness
Personal Financial Planning
Behavioral Psychology
Newsletter Marketing

SKILLS

Lifestyle Reporting
Video Producing
Field Producing
Final Cut Pro
WordPress
Microsoft Office
Adobe Creative Suite
Blogging
AP Style
Research
Data Journalism
SEO
Editing
Social Media
CMS
Web Content

EDUCATION / ORGS.

The Chicago School of Professional Psychology
[2021–2023]
M.A. Behavioral Economics
Stony Brook University
[2014–2018]
B.A. Journalism
Minor in Digital Arts
Dean's List Fall 2014–Spring 2018
New York Women In Communications