

## Joshua Lezmi

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**SUMMARY:** Editor and SEO specialist working across lifestyle, education, entertainment, and business. Published by [Distractify](#), [Collider](#), [Infragistics](#), [Brainfuse](#), [PLAYBILL](#), [Screen Rant](#), [Endgame360](#), and [Hollywood Insider](#).

### PROFESSIONAL EXPERIENCE

#### **Distractify [Remote]**

05/2021 – present

Editor

- Write and edit reviews, Op-eds, breaking news, feature stories, and evergreen pieces
- Assign news and feature stories to a team of in-house and freelance writers
- Use Google Analytics and trending discourse to guide coverage, shaping the TV vertical based on data-driven insights and public interest
- Manage the vertical responsible for bringing in the largest percentage of page views
- Work with Distractify site leaders to build and cement a consistent brand identity within the entertainment space
- Train new hires to write according to Distractify's guidelines
- Work with marketing to promote content across social media

#### **Collider, Valnet [Remote, Contract]**

03/2021 – 07/2021

TV/Movie Writer

- Identified, pitched, and wrote news and feature stories across movies, TV shows, and industry events, editorializing details in Collider's voice
- Implemented SEO best practices and used Google Analytics to guide coverage

#### **Endgame360, Asheville, NC [Remote]**

Team Lead

09/2019 – 05/2021

- Onboarded and managed a close-knit team of writers — conducted brainstorming sessions, approved pitches, and edited content
- Monitored Google Analytics to determine the most competitive subjects
- Worked with site leaders at all Endgame360 sites to address widescale quality and production issues

Staff Writer

02/2019– 05/2021

- Wrote, edited, and scheduled SEO-friendly reviews, feature stories, news pieces, and op-eds for various TV shows, movies, and industry events
- Consistently achieved page views in the top 10% of writers
- Developed a network of PR contacts to build relationships with industry professionals and gain access to screeners and interview subjects

**Playbill, New York, NY**

11/2018 – 02/2019

Editorial Contributor

- Wrote Broadway and Off-Broadway news stories
- Completed industry round-ups, noting new additions to theaters across the globe

**Brainfuse, New York, NY**

09/2017 – 11/ 2018

Writing Lab Coordinator

- Edited clients' content for development, syntax, grammar, semantics, etc.
- Constructed guidelines for providing client feedback and training tutors
- Collaborated with marketing to produce case studies and press releases

**EDUCATION**

**University of Rochester, Rochester, NY**

05/2017

- English: Language, Media, and Communications (BA) GPA: 3.9
- Cognitive Science: Language and Perception (BA) GPA: 3.79

**TECHNICAL SKILLS:** SEO, Editing, HTML, Google Analytics Certified, CMS (experience with site-specific systems and WordPress), Recruiting, Onboarding

**PORTFOLIO:** <https://www.joshualezmi.com/>

