

# Dante A. Ciampaglia

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Innovative content strategist with nearly two decades of experience building, rebooting, and managing digital publications. Proven experience growing and engaging audiences across platforms, from search to social to inbox. Dependable leader with success developing teams and coaching writers, editors, and creators. Award-winning editor with a strong journalism foundation.

## Skills

- **Strategy & Audience Development:** Editorial planning distribution, and content lifecycle management; analytics and performance tracking
- **Editorial Leadership:** Team building and staff development; assigning, line editing, and copy editing; managing freelance networks; budget management; project management; workflow optimization
- **Newsletters:** Strategy development; editorial calendar planning; audience engagement; Substack, Ghost, and LinkedIn platform development
- **Specialized Expertise:** Inclusive storytelling and representation; crisis management and sensitive topics; brand voice and messaging

## Experience

### Senior Program Manager, Indeed

June 2025 - present

- Lead worker-focused thought leadership content while developing and executing a data-driven, post-search, newsletter-first strategy to engage and develop audience.
- Administer \$360,000 budget for freelance contributors, content creation, and syndication, optimizing spend to maximize output.
- Oversee the LinkedIn newsletter Better Work, elevating content quality and audience alignment to drive 16% subscriber growth and improved engagement
- Manage a full-time contract editor and 12 freelance writers — a contributor network I doubled to improve content quality and align with brand voice and strategic goals.
- Develop the framework for honest and critical engagement with AI (its potential, its shortcomings, its value) for an audience of workers and job seekers.
- Improve the overall quality of written content on Career Guide through journalistic best practices.

### Senior Editor, Architectural Record

October 2024 - June 2025

- Improved written output and contributed to long-term editorial strategy for the legacy print magazine.
- Conceived, organized, and executed the contributing education webinar "Artificial Intelligence, Machine Learning, and the Future of the Firm: A Conversation for Emerging Professionals" (featuring speakers from Autodesk, Gensler, and ZGF) — the best attended session in the continuing education series' history.
- Oversaw front-of-book sections of print magazine (Forum, Products, Books, Snapshot), including long-term planning, managing content flow, and commissioning pieces.
- Wrote and edited print features and online news articles and proofread monthly magazine.

### Editorial Strategy Consultant, Silvermine Group

February 2024 - October 2024

- Assessed and improved written content while advising on long-term audience development strategies.
- Led development of cross-functional community-building strategy for eForm2290.com aimed at owner-operator truckers, small-fleet owners, and trucking industry support systems (i.e. families).
- Co-led comprehensive audience engagement survey — including direct interviews with customers — gauging interests, consumption, and needs to guide future product development and offerings.
- First and last reader on all content created for eForm2290.com (blog posts, customer emails, video scripts).

**Director, Digital Editorial Strategy & Executive Editor, College Board** **January 2019 - February 2024**

- Led development, implementation, and launch of The Elective, College Board's first brand journalism product.
- Leveraged intentionality of Elective content and expert SEO to build an engaged, loyal audience.
- Elective traffic grew 27% year-over-year in 2021, 30% YoY in 2022 despite strict resource constraints.
- Achieved engagement rates of 3.79 page views/visit and 3 minutes per visit — triple industry averages.
- Project lead on development of a digital policy and research hub, requiring creation of multi-year project plan and building cross-divisional partnerships to meet strategic, content, and technical needs.

**Curation Editor, Newspicks** **July 2018 - September 2018**

- Supported audience development/engagement via early-morning app updates and newsletter development in a startup media environment.
- Owned the creation, editing, deployment, and results tracking of the app's daily newsletter.
- Coordinated and served as main point of contact for network of independent content creators.

**Deputy Culture Editor, Newsweek** **November 2017 - April 2018**

- Led project to transform Culture into a global destination, growing digital audience and print subscriptions.
- Collaborated with executives and teams on editorial, business, traffic, and development strategies.
- Oversaw day-to-day operations and coordinated coverage of Culture vertical.
- Managed and developed a seven-writer team and was contributing editor for Science, News, and Opinion.

**Senior Editor (TIME Edge) TIME Magazine** **September 2016 - November 2017**

- Editorial coordinator and project manager of subscription-based website for middle/high-school students.
- Developed and implemented editorial strategy guiding content decisions to meet subscribers' needs.
- Collaborated with Time Inc. executives and teams on editorial and business development opportunities.
- Managed two full-time writer-editors and served as assignment editor for TIME for Kids staff.

**Senior Digital Editor (SI Kids), Sports Illustrated** **May 2013 - September 2016**

- Oversaw Sports Illustrated Kids' digital product with the goal of reimagining it for a tech-forward audience.
- Led an ambitious overhaul and relaunch of SIKids.com as a mobile-first destination for young athletes.
- Built strategic partnerships across Sports Illustrated and Time Inc.—from business teams to the CEO—as well as major and upstart pro leagues, youth sports organizations, and equipment and technology companies.
- Guided a 300% growth of SI Kids' audience on Facebook and Instagram and boosted overall digital audience.

**Editorial Director (Scholastic News Kids Press Corps) Scholastic** **June 2011 - May 2013**

- Coordinated award-winning coverage of the 2012 presidential election, including White House interview with President Obama, increasing visibility of (and subscriptions for) print Scholastic News classroom publications.
- Managed staff of 60 reporters as leader of the largest student journalism program in the country.
- Created, edited, produced nationally recognized news packages Earthquake in Japan and Crisis in Haiti.

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**Awards**

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- Winner — 2012 New Media Award, Best-In Industry Best News Website (Scholastic News Kids Press Corps)
- Winner — 2012 Best of Industry, Best News Web Award (Scholastic News Kids Press Corps website)
- Winner — 2009, min Best of the Web Special Online Coverage award (Countdown to Election 2008)

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**Education**

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**Master of Arts, Journalism** - SI Newhouse School of Public Communications, Syracuse University  
**Bachelor of Arts** - University of Pittsburgh