

# Angela Stefano Zimmer

## EXPERIENCE

**Country Music Hall of Fame and Museum** | Nashville, TN

*Museum Services writer/editor* | November 2021-present

**Townsquare Media National Country Team** | Nashville, TN

*The Boot editor-in-chief* | August 2014-October 2021

Oversaw all aspects of content and social media for The Boot, a country music news website with an audience of 1 million unique visitors and 6 million pageviews per month. Led the site to expand its coverage base beyond mainstream country music, forge new relationships within the industry, add to its writer pool and grow readership in terms of unique visitors per month by 13 percent (and in terms of pageviews per month by more than 300 percent).

*Taste of Country senior writer* | January 2019-present

Pitched, wrote and edited news stories, interview- and research-based features, photo galleries and lists for both The Boot and Taste of Country. Managed a team of part-time and freelance writers, and maintained relationships with PR and management teams for artists and industry organizations.

**Townsquare Media (WYRK, WBLK, WYJE, WBUF)** | Buffalo, NY

*digital managing editor* | May 2012-August 2014

As TSM Buffalo's first-ever DME, I curated nationally syndicated content and managed the creation of locally focused content by a team of 15-20 DJs, plus freelancers and interns, across the websites for Townsquare Media's four Buffalo-area radio stations, including the CMA-nominated WYRK. Assisted DJs in growing site readership and social media presence (both the stations' and their own), which was an emerging area of focus when I started. Streamlined sites' designs and designed new microsites for events, contests and radio shows, and assisted in the development of various online contests, including WYJE's popular annual Scared of Santa photo contest. Served as principal photographer and videographer at station-sponsored and other local events, including WYRK's long-running annual Taste of Country concert event.

**The Next Great Generation** | Boston, MA

*TNGG Boston editor* | September 2011-May 2012

Pitched, wrote and edited 450-1,000-word stories for publication on the millennial-focused, Boston.com-based blog (a subsidiary of *The Boston Globe*) while managing a group of 30-40 bloggers. Oversaw the blog's nascent social media presence. Created blog's style and reference guide, also used on the TNGG.com, TNGG Boston's partner site (incubated by MullenLowe, a Boston-based advertising and marketing agency) with a more global focus.

*section editor / blogger* | November 2009-August 2011

Wrote and edited 450-1,000-word stories for publication while managing a group of 10-20 bloggers based around the globe. Served as theme week editor for Travel Week (August 2010), Career Week (October 2010), '90s Week (January 2011), DIY Week (May 2011) and Book Week (July 2011).

**The Boston Bruins** | Boston, MA

*game night staff* | October 2011-April 2012

Assisted media relations staff with game day duties, including distribution of materials to press members. Conducted and transcribed interviews with players, coaches and staff, and wrote stories for publication on team website. Because of my transcription speed and accuracy, I was designated as the go-to transcriptionist for all of the head coach's media briefings.

*student correspondent / BostonBruins.com reporter (internship)* | January 2008-May 2009

Wrote more than 100 stories for the team website while working games, practices and team events, including 2008 and 2009 trade deadline day, 2008 and 2009 Stanley Cup playoff games and 2009 development camp. Conducted and transcribed interviews with players, coaches and staff, and assisted media relations staff as needed.

**Various / Self-Employed** | various

*freelance reporter and editor* | May 2009-May 2012, January 2015-present

Currently serving as a writer and copy editor for the communications department at Lawrence Academy, a private boarding and day school in Groton, Mass. Since January 2015, I have routinely led the editing process for their biannual *Academy Journal* and several student-focused documents, and acted as lead writer for the redesign of the school's viewbook and website. Previously wrote and edited for *Buffalo Brides*, *Buffalo Magazine*, Delaware North Companies, *Sports & Leisure Magazine* / HugeSportz.com and WNYMedia.net, and managed Buffalo Sabres blogs for The Hockey Writers and *The New York Hockey Journal*.

## EDUCATION

**Boston University College of Communication** | Boston, MA

graduated magna cum laude, May 2009

B.S., journalism | concentration in magazine journalism | liberal arts concentration in sociology