





# Maya Kosoff

## CONTACT

 717-644-5691

 mekosoff@gmail.com

 Based in Brooklyn, NY

## EDUCATION

### SYRACUSE UNIVERSITY

2014

*Magna Cum Laude*

B.S. in Magazine Journalism  
Minor in Spanish Literature &  
Language

## CORE SKILLS

- High-level content strategy
- Integrated marketing
- Media relations
- Media training
- Internal and external communications
- Live event production
- Data analysis
- Project management tools
- Content management systems
- Email marketing and newsletter software

## SPECIAL SKILLS

- Airtable
- Chartbeat
- Figma
- Google Analytics
- Notion
- SEMRush

## ABOUT

With 9 years of experience in journalism, product, and tech, I bring a reporter's mindset to communications and editorial projects for tech companies and venture capital firms. My expertise lies in creating and executing high-level content strategy for organizations that are just starting to think through their communications and content needs.

## EXPERIENCE

### DIRECTOR OF CONTENT

*Company Ventures | September 2022 - July 2023*

- Created, executed and managed Company Ventures' internal and external communications and synthesized the firm's investment work into a cohesive content strategy, increasing brand awareness
- Developed and published content from concept to production across media channels
- Grew the firm's digital reach (newsletter doubled to 15,000-person audience; LinkedIn and Twitter followings grew 1.5x)
- Oversaw production of 22 live events from concept to execution
- Media trained and provided PR and earned media services for Company Ventures and its portfolio company founders

### HEAD OF NEWS

*The Org | November 2021 - August 2022*

- Managed a team of 5 reporters and two dozen freelancers for The Org's tech news platform, growing signups to The Org 10x using content as key user acquisition channel
- Set goals, KPIs and strategic direction for Content team
- Worked with Product, Data, and Customer Success teams on new features and releases
- Doubled production volume of news and oversaw both of Iterate's newsletters, reaching tens of thousands of readers weekly

### SENIOR EDITOR

*Codeword | April 2020 - November 2021*

- Oversaw creative direction and editorial content for 15 tech clients
- Pitched, wrote, edited, and developed content across platforms and formats, including internal communications, thought leadership, website copy development, ad copywriting, social media strategy, and video scriptwriting, and conducted media training seminars for clients

### EDITOR

*The New York Times | June 2019 - December 2019*

- Led editorial component of an app beta test during a six-month contract role
- Oversaw 10-person editorial team curating Times articles to build a daily newsfeed, delivering news to the 500,000 Times readers in the beta test
- Measured KPIs and analytics
- Worked with Product, Engineering, and Design teams to ensure success

### TECH REPORTER

*Vanity Fair and Business Insider | June 2014 - December 2019*

- Reported on NYC startups and venture capital for Business Insider's tech vertical
- Launched The Hive, Vanity Fair's digital property for news about Silicon Valley, Wall Street, and Washington D.C.