

TESS KAZENOFF

tess.kazenoff@gmail.com | (609) 477-6208 | [Tess the Traveler](#) | [Portfolio](#) | [Instagram](#)

EXPERIENCE

Founder & Content Creator – *Tess the Traveler*

Feb 2024 – Present

tessthetraveler.com | [@tesskazenoff](#)

- Writes weekly SEO-optimized, budget and culture-focused travel guides
- Reached 15K+ monthly sessions (14K currently)
- Manages content calendar, keyword research (Keysearch), and audience analytics (Google Analytics, Google Search Console, Microsoft Clarity)
- Creates visuals (Lightroom, Canva); manages Pinterest strategy
- Writes and manages bi-weekly newsletter (Kit); built 100+ subscriber list via lead magnet strategy

Reporter, Long Beach Post & Business Journal

September 2022 - October 2023

- Reported and photographed stories on health, education, culture, business, real estate, and tourism.
- Awarded Second Place in Health Coverage (Monthly Unique Visitors: 100,001-400,000), 2022 California Journalism Awards, issued by California News Publishers Association: Digital Division, for "Awareness, affordability remain challenges for parents of color to access doulas"
- Curated weekly "Doing Good in the LBC" newsletter; recognized with Third Place for Newsletter, 2022 California Journalism Awards.

Freelance Writer

August 2021 - Present

- Writes for outlets including Islands (Static Media) and Bluedot Living, covering travel, and sustainability.

EDUCATION

BA Journalism, California State University, Long Beach, 2021-2022

*Magna cum laude | President's Honor List | Professional Promise in Journalism Award
Kappa Tau Alpha | Contributor to Dig Magazine*

Journalism, Long Beach City College, 2019-2020

*Editor-in-Chief of Viking News | Third Place, Magazine Profile (JACC Awards)
Dean's List with Honors*

AFA Visual Arts, Mercer County Community College, 2016-2017

Concentration in Photography | Phi Theta Kappa

SKILLS

SEO · WordPress · Google Analytics · Keysearch · Search Console · Lightroom · Photoshop · InDesign · Canva · AP Style · Copy editing · Newsletters (Kit) · Instagram · Pinterest · Microsoft Clarity