

CASS GUINTO

cguintox@gmail.com | [LinkedIn](#)

SUMMARY

Motivated, growth-driven undergraduate with experience in storytelling, feature writing, and culture/entertainment reporting. Skilled at conducting in-depth interviews and crafting captivating narratives for digital publications. Recognized for strong attention to detail, adaptability, and consistently meeting tight deadlines while managing multiple projects. Passionate about exploring the intersections of pop culture, identity, and human rights.

EXPERIENCE

CULTURE EDITOR & WRITER | ENVI MEDIA CO.

SEP 2024 – PRESENT

- Pitch and write 2+ monthly stories for EnVi Culture, spotlighting lifestyle, small businesses, fandom, and underrepresented topics across the Asian diaspora.
- Interview and profile notable Asian creatives, crafting engaging and well-rounded stories.
- Optimize content using SEO best practices for maximum reach and audience engagement.

STUDENT WORKER, WEB MANAGEMENT & EDITORIAL | RUTGERS SASN

FEB 2024 – AUG 2025

- Create, review, and approve content for the Rutgers School of Arts & Sciences–Newark website using Drupal.
- Occasionally assist with content creation for the official @rutgerssasn Instagram page.
- Interview SASN students and write online features on their college journeys and aspirations.

SOCIAL MEDIA MANAGER; FORMER DIGITAL MEDIA INTERN | MAARTE DOCUSERIES

JUL 2024 – FEB 2025

- Received 1:1 mentorship on content strategy, branding, creative direction, and multi-format storytelling through the NYFA-funded MAARTE docuseries highlighting Filipina/x creatives across the U.S.
- Developed original social media content aligned with MAARTE's visual and brand identity.
- Managed and scheduled social media posts using a content calendar.

PROFESSIONAL WRITING & HUMANITIES TUTOR | BERGEN COMMUNITY COLLEGE

SEP 2021 – MAY 2024

- Tutored students in English Basic Skills, Writing Composition, and Speech Communication.
- Collaborated with students to create personalized plans for time management, study habits, and academic goals.
- Facilitated weekly WRT-101 study sessions and designed peer-to-peer activities to reinforce course content.

DEPUTY EDITOR & STAFF WRITER | POLITICALLY INVISIBLE ASIANS

MAR 2021 – FEB 2022

- Wrote feature stories, essays, and poetry on Asian American history, mental health, advocacy, immigration, and intergenerational relationships.
- Conducted and transcribed interviews with Asian American community leaders.
- Edited 2–3 pieces weekly, aligning with publishing schedules and collaborating with digital media for graphics.

SKILLS

- **Editorial:** News & Feature Writing, AP Style, Story Pitching, Copyediting
- **Office Software:** Microsoft Office, Google Suite
- **Project Management Platforms:** monday.com, Notion, Trello, Milanote
- **Content & Design Management Platforms:** Drupal, Squarespace, WordPress, Canva
- **Social Media:** TikTok, Instagram, Facebook, X, LinkedIn, YouTube, Tumblr, Pinterest, Threads

EDUCATION

CRAIG NEWMARK GRADUATE SCHOOL OF JOURNALISM AT CUNY

Master of Arts in Journalism, Concentration in Arts & Culture Reporting | August 2025 – December 2026

RUTGERS UNIVERSITY–NEWARK

Bachelor of Arts in English, Minor in Creative Writing | September 2023 – May 2025 (Summa Cum Laude)

BERGEN COMMUNITY COLLEGE

Associate of Arts in Liberal Arts, General Studies | September 2020 – May 2022 (Honors Graduate)