

ANDREA K. HANLEY

CROSS-FUNCTIONAL LEADERSHIP AT META | JOURNALIST

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Brooklyn, NY 11238



SUMMARY

Strategic project manager with foundations in journalism. Presently coordinating LLM development for Facebook Groups through streamlining workflows, training teams, and creating and enforcing quality standards to optimize UX by refining AI content output. Former correspondent for Daily Mail and other publications writing for global, national, and local audiences.

EXPERIENCE

Senior QA / Team Lead

Meta AI

02/2024 - Present New York, NY

- Promoted to leadership position for demonstrating strong work ethic and implementing innovative ideas
- Managed cross-functional team of 30 employees, coordinating project movement to optimize workflows
- Collaborated cross-functionally with engineers and project managers to verify accuracy of meta AI content and develop strategy
- Created and refined workflows for teams developing new meta AI features
- Proactively identified content issues, escalating solutions to enhance Facebook group's LLMs
- Reviewed internal employee performance metrics, conducted performance reviews, and advised on contract direction to enhance team alignment
- Conducted internal audits and coached team members on internal workflows, ensuring consistency and compliance across operations

Science & Technology Reporter

Daily Mail

09/2024 - 07/2025 New York, NY

- Produced three to four daily science and tech stories, averaging 800 words each under tight deadlines for a global audience
- Conducted interviews to extract key insights, crafting articles that engage and inform readers
- Collaborated with editorial team to prioritize coverage and adjust workflows based on audience trends, enhancing story relevance
- Leveraged SEO and analytics to optimize story visibility and enhance engagement metrics

Feature Writer and Content Coordinator

Best Version Media

01/2026 - 04/2026 New York, NY

- Produced one to two feature stories monthly for Smithtown East and West magazines, showcasing local culture and community events
- Identified and selected community members for features, coordinating outreach and interviews to highlight diverse local voices
- Secured articles, press releases, and media content for each publication, ensuring timely and engaging content delivery
- Sourced upcoming events and created a monthly calendar, aligning publication timing with community interests to boost reader engagement
- Finalized proofs of all content before printing

SKILLS

Journalism and Social Media Marketing

Marketing Strategy, Search Engine Optimization (SEO), Content Strategy, Graphic Design, Landing Page Optimization, B2B/ B2C, Brand Storytelling, Copywriting, AP Style

Leadership and AI

Quality assurance, Project coordination, Cross-functional team leadership, Artificial Intelligence (AI) / Generative AI, Stakeholder communication, Conflict resolution, Efficiency enhancement, Process optimization, Performance metrics, Data analysis, Data validation techniques, Machine learning, User experience analysis, Content Management Systems (CMS), Product Development, Agile Methodologies

TECHNICAL PROFICIENCIES AND SOFTWARE

Google Analytics

Hootsuite

WordPress

Google Workspace

Excel

Microsoft 365

Premiere Pro

Adobe Illustrator

Tableau

Procreate

WRITING SAMPLES

Common prescription drug taken by tens of millions massively raises risk of a mental breakdown

Daily Mail

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<https://www.dailymail.co.uk/health/article-13835837/Common-prescription-drug-taken-tens-millions-linked-five-fold-increase-mental-breakdown.html>

EXPERIENCE

News Analyst

Dataminr

10/2023 - 01/2024 New York, NY

- Improved reporting accuracy by prioritizing over significant global events from monitored media outlets and platforms for global clients including Meta, Amazon, Verizon, Apple, American Airlines, Google, and more
- Edited alerts for clarity, timeliness, and accuracy, enhancing information delivery through bogbean and HTML search techniques
- Collaborated with AI developers on 'Apollo' to improve human-in-the-loop workflows, streamlining content analysis processes
- Trained associates on annotation standards, improving annotation quality and ensuring consistency across outputs

Editor & Senior Reporter

Honeysuckle Magazine

10/2020 - 2023 New York, NY

- Wrote weekly cultural and political articles on national breaking news, engaging diverse audiences and fostering informed discussions
- Coordinated workflows, deadlines, and publishing schedules for print and digital editions, ensuring timely and relevant content delivery
- Coordinated workflows, deadlines, and publishing schedules for both print and digital editions
- Supervised and edited 30+ interns, providing guidance and feedback to enhance writing quality and develop journalistic skills

Political & Business Reporter

The Nashua Telegraph

03/2020 - 06/2022 Nashua, NH

- Increased readership by delivering impactful reporting on high-priority stories under tight deadlines
- Produced three to four 700+ word articles daily across diverse beats under fast-paced deadlines
- Interviewed community leaders and residents, gathering insights that enriched narratives and informed public discourse
- Cultivated relationships with public relations contacts, securing reliable sources that enhanced news stories

Social Media Marketing Manager

Catalyst

11/2020 - 2022

- Developed social media strategies to enhance brand awareness and engagement
- Created and scheduled engaging content across various social media platforms
- Monitored social media trends to inform content creation and strategy adjustments

Staff Writer

Massachusetts Daily Collegian

09/2016 - 06/2022 Amherst, MA

- Researched and wrote articles on campus events and community issues
- Conducted interviews with students, faculty, and community leaders for insights
- Edited peer submissions for grammar, style, and adherence to guidelines
- Attended editorial meetings to discuss story ideas and editorial direction
- Maintained a consistent writing schedule to meet publication deadlines

EDUCATION

Bachelor of Arts - Journalism and Political Science

University of Massachusetts

09/2016 - 05/2022 Amherst, MA

WRITING SAMPLES

Georgia Senate Runoff Brings Democrats to Power in Senate as Trump Supporters Violently Storm Capitol Building

Honeysuckle Magazine

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<https://honeysucklemag.com/georgia-senate-runoff-elections-trump-supporters-capitol/>

Apple scraps new iPhone feature just three months for bombarding users with dangerous alerts

Daily Mail

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<https://www.dailymail.co.uk/sciencetech/article-14297409/Apple-scraps-iPhone-feature-intelligence-Luigi-Mangione.html>

Stay at home

The Nashua Telegraph

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<https://www.nashuatelegraph.com/news/local-news/2020/03/27/stay-at-home/>

ENTIRE JOURNALISM AND CONTENT COORDINATION PORTFOLIO

<https://andreakristenhanley.com/writing-portfolio/>

INTERESTS



Multi-instrumentalist, Mixed-medium Art, Fitness, Running, Hiking, Travel, Chess, Food, and Rock n' Roll.

LANGUAGES

English Native ●●●●●

French Intermediate ●●●●●

Japanese Beginner ●●●●●