

EDUCATION

**Medill School of Journalism
Northwestern University**
*BS Journalism and BA
Psychology, June 2008*
Minor in Dance

SKILLS

Project management,
Audience development
(acquisition and engagement),
SEO, SEM, Google Adwords,
Google Analytics, Parse.ly,
Chartbeat, SimpleReach,
Sharablee, Insightly, HTML,
CSS, Drupal, Wordpress
(+other CMS), Asana,
AirTable, Jira, Photoshop,
Final Cut Pro, InDesign,
InCopy, PubMed.

ACTIVITIES

Apprentice trainer at
DanceBody NYC. Teacher at
Joffrey Ballet School NYC,
'11-'14. Guest artist for
Lehigh Valley Ballet Guild,
'08-'09. Kansas City Ballet
professional apprentice, '03-
'04.

OTHER EXPERIENCE

**Brand Strategy
Consultant at Born
Fitness** (2016): Provided
strategic and tactical
guidance around brand
voice, tone, style, and
format. Performed a content
audit and advised on new
franchises, workflow,
distribution, taxonomy,
SEO, and performance
review process.

Freelance Copywriter and
Editor at Beachbody LIVE;
Guest lecturer at University of
Florida; Contributing editor
for Livestrong.com.

EXPERIENCE

November 2016 – Present

Executive Editor, SELF Magazine, Condé Nast

New York, NY

Collaborate with Editor in Chief and key stakeholders across various corporate departments to hone strategy during SELF's transition from a print/digital brand to digital only. I regularly advise the Editor in Chief on brand strategy, editorial direction, and team structure and operations. Key accomplishments include:

- Performed content audit and implemented SEO project that resulted in a 60+% increase in search traffic year over year.
- Refreshed newsletter strategy to increase open rate and click-through, resulting in an average 20% increase in traffic from newsletter month over month.
- Led all content creation for 4-week e-learning video course in partnership with Udemy launching April 2017.

November 2015 – August 2016

Head of Content Strategy, Greatist, Inc.

New York, NY

Led editorial, design, and digital marketing teams and built branded content studio for the fastest-growing health site for Millennials. I worked closely with CEO to define goals and then implemented a content strategy that **more than doubled organic search traffic, increased social share rate 185%, and increased loyalty rate (>5 visits last 30 days) 35% in a 4-month period** (Jan-April 2016).

- Designed data insights platform for editors/marketers to easily track key performance metrics; authored weekly reports on audience engagement patterns and content performance across all distribution channels (social, newsletter, partnerships) sent to entire company.
- Collaborated with Product and Sales to effectively scale and optimize content operations and to develop new, revenue-generating products/templates.
- Provided strategic and tactical guidance around brand voice, tone, and style for all employees.
- Hired, managed, and nurtured career growth for a team of 17 full-time staffers; launched editorial and design internship programs; managed departmental budget.
- Led creative department in Greatist rebrand that launched December 2015.

December 2013 – November 2015

Editorial Director, Greatist, Inc.

New York, NY

Led overall content and marketing strategy for the Greatist brand, including editorial, social media, newsletters, and partnerships (branded and not) with a focus on growth and engagement. **Tripled average monthly uniques to >11 million, increased newsletter subscribers >600%, and doubled social media audience to >2 million** fans and followers across major networks.

- Implemented content distribution strategy that quadrupled traffic from partnerships and increased traffic from Facebook 300+% within one year.
- Reorganized creative department to improve collaboration and adaptability and help individuals thrive at work; built Greatist's first digital marketing team; launched paid freelancer program.
- Established editorial workflow that easily scaled when team tripled in size; created documentation around content audits, gap analyses (SEO), style guides, and more.
- Centralized feedback from CEO and department heads to ensure alignment and prioritize development queue.
- Hired, mentored, and directed daily operations for a team of 11 staffers (grown from three).

September 2010 – December 2013

Executive Digital Editor, SHAPE Magazine

New York, NY

(Past: Managing Editor, Senior Digital Editor)

Managed day-to-day operations for full-time digital team and 15+ contributors, all while working closely with digital director to lead editorial, video, social media, and partnership strategy. Under my leadership, the site's audience more than quadrupled and Shape.com became a consistent leader in its competitive set on ComScore.

- Created all processes to plan and execute monthly editorial and marketing calendars and oversaw the production of >150 original stories per month; worked closely with EIC (print) to launch new site features and advised on re-imagining magazine content for the web.
- Collaborated with business development, public relations, sales, and marketing teams on integrated editorial programs; wrote and edited copy for marketing materials.

April 2010 – September 2010

Content Editor & Producer, Health Guru Media

New York, NY

Worked closely with SVP to head strategic growth for video-first health site. Led content transfer and creation for entirely new Diet and Fitness and Beauty and Grooming verticals.

- Conceived and directed >15 original video series on a variety of health and lifestyle topics; formalized planning and production processes for monthly editorial calendars.
- Recruited and trained on-camera talent; wrote, assigned, and edited video scripts, articles, and quizzes; managed editorial intern.
- Implemented social media strategy that grew audience >300% across all major networks.

May 2008 – March 2010

Assistant Digital Editor, *Men's Health Magazine*

Emmaus, PA

- Managed all health and nutrition content (articles, tools, and branded content packages).
- Wrote and edited features and daily news posts; produced and edited instructive videos; wrote parts of the *Eat This, Not That!* site, app, and book series.
- Created and maintained the *Men's Health* Twitter and Facebook pages.