

CURRENT WORK

HEALTH MAGAZINE | Executive Digital Editor | New York, NY | August 2018—current

- Develop editorial programs and initiatives that drive audience growth and engagement, provide consumer conversion and retention opportunities, and facilitate revenue growth
- Lead the editorial team in creating high-quality, differentiated editorial content
- Collaborate with video team to guide strategic creation of on-brand assets that help achieve video view growth goals

COVEY CLUB | Contributing Site Director | Larchmont, NY | August 2017—August 2018

(a membership supported online-offline experience that connects midlife women, led by former editor-in-chief of More magazine)

- Managed the blog and assisted with a monthly magazine and bi-weekly newsletter: sourcing articles, writing, and editing. Optimized all content for sharing, social media, and search (SEO)
- Assisted with optimizing website for maximum user engagement; provided user-experience (UX) recommendations and defined tech and design needs
- Generated competitive research and highlighted potential growth opportunities
- Collaborated on creation of membership structure and pricing
- Provided recommendations on ways to cut costs around content development and production

KNOWSY | VP, Content Operations | New York, NY | December 2015—August 2018

(a short-format e-learning video content site led by former co-founder of Babble)

- Managed content development and production processes, including maintaining a production schedule/calendar and establishing an organizational system for content assets
- Oversaw the video content creation process, from storyboard and shot lists to filming and final edit and delivery
- Managed a team of freelancers, including subject matter experts, scriptwriters, stylists, and producers
- Acted as liaison between enterprise clients and Knowsy's internal creative leads
- Worked directly with tech and product leads to map out and deliver on development targets/goals
- Optimized all content for search on site and on YouTube
- Provided recommendations and insight reports based on the latest trends in social, marketing, SEO, and anything else relevant to Knowsy's overall product development and business strategy

SPLINTER NEWS (formerly Fusion Media Group) | Senior Growth Manager | New York, NY | May 2015—December 2015

- Worked with assigned content verticals on audience strategy. Served as the lead strategist and go-between on all areas of audience growth and engagement
- Managed the adoption of tools like CrowdTangle, Chartbeat, Simplereach, and Google Analytics that helped editors improve their reporting processes and measure and evaluate their efforts
- Collaborated with editors on packaging for social and SEO
- Worked with partnerships manager to develop new social collaborations for specific content verticals and did PR outreach for key feature stories
 - Oversaw daily newsletter—curated content and packaged for maximum open rate and click-thru rate. Traffic to the site from the newsletter increased by a monthly average of 38%

CONDE NAST TRAVELER | Senior Content Manager | New York, NY | May 2014—May 2015

- Directed content strategy to meet specific performance metrics for SEO, traffic growth, and social expansion, as well as editorial voice and overall brand quality
- Average YoY growth: Unique visitors +86%; Pageviews +102%; UVs from SEO +127%; Twitter traffic +33%; Facebook traffic tripled; Pinterest traffic quadrupled
- Managed a team of four full-time editors, four freelancers, and over a dozen contributors
- Oversaw and managed the development of new editorial features and sponsored editorial campaigns
- Worked with PR team and marketing teams to ensure *Traveler* content—and brand achievements—were widely distributed in the media
- *Traveler* included on *Ad Age's* "Magazine A-List 2014" and "Brand to Watch"

DISNEY INTERACTIVE FAMILY | Senior Manager of Editorial | Glendale, CA | September 2012—April 2014 (Promoted after Disney buyout of Babble.com)

- Oversaw content and blogger strategy at Disney Interactive Family sites: Babble, BabyZone, Spoonful, and DisneyBaby, which collectively reached ~17 mm unique visitors per month

- Managed a team of 15 editors and 100+ contributors across the four sites • Developed strategies to improve content in order to increase traffic growth, return visits, and time spent on site
- Lead creation and planning of edit calendars, including development and execution of features and tentpoles
- Acted as main editorial contact for sales & synergy; responsible for editorial direction of sales & synergy packages
- Worked with PR team to get contributors/features exposure on national outlets such as ABC, CNN, and Univision
- Oversaw newsletter development and content partnerships, doubling the number of referrals to our sites

BABBLE | Managing Editor | New York, NY | July 2010—September 2012 (*Promoted from Editor in August 2011*)

VIACOM'S NICKELODEON PARENTS (FORMERLY PARENTS CONNECT) | Freelance Editor | New York, NY | May 2009—July 2010

XO MEDIA GROUP'S THE BUMP | Associate Editor | New York, NY | September 2008—February 2009

FREELANCE WORK

Huffington Post, ABCNews.com, RealSimple.com, Today.com, Yahoo!, Romper, CafeMom, LadiesHomeJournal.com, *Rolling Stone Album Guide: Fourth Edition*, BettyConfidential, *Lifestyles Magazine*, *Print Magazine*, *American Songwriter magazine*, Magazine.org, New Yorkers Against Gun Violence

PRINT EXPERIENCE

MORE MAGAZINE | Assistant Editor | 2005—2008

READER'S DIGEST SPECIAL INTEREST PUBLICATIONS | Freelance Editorial Assistant | February 2005—2006

ROLLING STONE | Editorial intern & Researcher | 2004

GRUNER + JAHR USA PUBLISHING | Freelance Editorial Assistant | 2003

BILLBOARD | Editorial intern & Writer | 2002

PHILADELPHIA MAGAZINE | Editorial intern & Writer | 2001

EDUCATION

SARAH LAWRENCE COLLEGE, Master of Fine Arts in Non-Fiction Writing (August 2019—current)

YALE SCHOOL OF MANAGEMENT, Executive Education: Leadership Strategies in Print and Digital Media, ASME Scholarship recipient (July 2019)

SYRACUSE UNIVERSITY, S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

Bachelor of Science in Magazine Journalism, Cum Laude (1999—2003)