

EXPERIENCE**Self-Employed Editorial Consultant and Podcast Producer, New York, NY— 2019-present**

- Overseeing podcast production, editorial, video, content strategy and brand marketing for Spark Network, a high-touch financial events company; social and digital strategy for The Meteor, a content platform and events company for feminist work, founded by Cindi Levi, former editor-in-chief of *Glamour* Magazine; spec script and pitch writing in film and TV development for production company Union Editorial, and co-host and producer of *Tell Me About Your Father* podcast.

Say, Editorial Director, New York, NY — 2018-2019

- Implemented the first editorial branding and business-to-consumer product strategy for Say, a financial technology app and shareholder communications platform. It was acquired by Robinhood in 2021.
- Worked with C-suite management to craft editorial guidelines, in line with evolving company mission and KPIs.
- Managed editorial staff and launched a consumer-facing site that published insight-driven and high-value guides about complicated investing topics—all syndicated to Yahoo! Finance (70M monthly visitors).
- Collaborated with designers, engineers and product managers to design and build our user interfaces and customer-facing channels.
- Wrote a weekly email distilling investing news. Devised email strategy using A/B testing, personalization and triggered sends, conversion, and provided data-based recommendations to the product team.
- Wrote and managed large-volume campaigns for Say's partner Acorns, a robo-adviser app, distributed to 4M active users.

Condé Nast, Deputy Editor, Iris (formerly The Scene), New York, NY — 2016-2018

- Relaunched video platform The Scene for a millennial female audience, leading to 2700% growth in six months and becoming the most-engaged Facebook brand at Condé Nast.
- Following this success, rebranded The Scene as Iris, working with the Global Artistic Director to create go-to market plan, as well as editorial, social, and email strategies.
- Produced and directed original short documentaries and wrote socially optimized videos that brought over 100M views across platforms.
- Handled performance of 1M-subscriber email database, increasing open rates to 60%.

Paper Magazine, Executive Editor, New York, NY — 2009-2016

- Oversaw all digital content and managed a staff of 10+ editors and freelance contributors.
- Increased *Paper's* unique monthly views by over 1000% working closely with C-Suite management. Oversaw newsletter and social media strategy, growing *Paper's* Instagram to 1M followers, building brand loyalty and new reach into youth markets.
- Engineered the social strategy of *Paper's* viral November 2014 #BreakTheInternet campaign with Kim Kardashian, bringing nearly 40M unique views, or 1% of all web traffic in the U.S., to the site.
- Over seven years, served as managing and senior editors, lead rebranding efforts both in-book and online, and spearheaded branded editorial campaigns for American Express, Target, and H&M.

Hollywood Life, Editor — 2008

- Wrote and reported daily posts on celebrity news.

The Village Voice, Senior Associate Editor, — 2006-2007

- Wrote and edited several pieces a week for the *Village Voice's* "Choices" arts and culture section.

EDUCATION

University of Arizona, Tucson, AZ — Bachelor of Arts, 2005

AWARDS

Story edited the short documentary "Pretty Big Movement Destroys Dancer Stereotypes" for Iris, which won a **2018 Webby Award for People's Voice**. *Paper* won two **Webby Awards Honoree** titles under my online leadership. One in **2015 for Social (Culture and Lifestyle)** and another in **2016 for Magazine Website**.