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Summary

Experienced content strategist, editor, and writer with a knack for elevating content experiences. I create compelling e-commerce editorial that informs, inspires, and converts readers into shoppers.

Experience

Editor and Writer, Commerce and Branded Content

Self-Employed | Sep 2016 – Present

I provide writing and editing services for leading consumer lifestyle publications. My focus is commerce and branded content in the beauty, style, home, health, and travel spaces. I've executed successful campaigns for major affiliate partners including Walmart, Target, Beth Bath & Beyond, Kohl's, and QVC. Current and past clients include: Yahoo Lifestyle, Travel + Leisure, Forbes Vetted, Time Stamped, SheKnows, Real Simple, Netflix Queue, Huffington Post Partner Studio, American Media, Bauer Publishing, Business Insider, Reader's Digest, Family Handyman, Great Big Story, and The Sunday Edit.

Lead Commerce Writer, GreenMatters.com

Distractify | Mar 2024 – Present

Write, build, and optimize daily, eco-friendly shopping guides targeting key search terms. Do keyword research and optimizing of all of my content, provide marketing language, and design images.

Commerce Writer (Freelance), SheKnows.com

SHEmedia | May 2023 – Jun 2024

Daily commerce writer for SheKnows.com. Created and optimized engaging, shoppable content daily for busy Millennial moms. My main focus was sponsored affiliate pieces, primarily for Target and Walmart.

Senior Editor (Freelance), E-Commerce and Branded Content, Yahoo Life

Yahoo Inc | Nov 2019 – Mar 2022

Executed pre- and post-sale branded content for clients including Walmart, Bed Bath & Beyond, Kohl's, and Wayfair. Created daily content for affiliate partners including Amazon, Target, Sephora, and QVC. Led Yahoo's subscriptions content, combining expert-driven service with sales of cybersecurity products.

Commerce Editor (Freelance), RealSimple.com

Time Inc | Apr 2018 – Sep 2018

Founding editor of Real Simple's online shopping vertical; Full-time, in-house contractor leading the brand's commerce content strategy and launching the Real Simple Cooking School channel.

Digital Director, Prevention.com

Hearst Digital Media | Jun 2017 – Feb 2018

Oversaw site-wide content strategy for the world's most established healthy lifestyle brand with 14 million unique visitors. Implemented SEO strategy that resulted in a 25% increase in organic search YOY and ownership of key search terms. Responded to RFPs to help secure branded content deals.

Executive Digital Editor, MarthaStewart.com

Martha Stewart Living Omnimedia | Apr 2014 – Mar 2016

Led content strategy for the number-one online destination for creative living. Assigned and top edited all original digital and print-to-web content. Worked with ad sales, content marketing, SEO, video, merchandising, and contributor network to develop multi-faceted content campaigns and franchises.

Executive Digital Editor, YourTango.com

Tango Media | Oct 2012 – Apr 2014 (1 yr 7 mos)

Managed content strategy of the number one love and relationships destination. Increased traffic by more than 100% YOY. Grew UVs from 5MM to 12MM. Brainstormed and executed campaigns for branded content sponsors including Durex and Ford. Implemented SEO strategy that increased organic search traffic by 60% YOY and maintained first SERP for over 50 targeted keywords.

Site Director, The Nest

XO Group Inc. | Mar 2011 – Sep 2012 (1 yr 7 mos)

Site director of TheNest.com, sister of TheKnot.com and number-one lifestyle advice resource for young couples; Grew site to record 1.9MM+ UVs. Developed and led sitewide content strategy. Worked on pre- and post-sale branded content for clients including Met Life, Lowe's, Chase and Pier 1 Imports.

Site Director, DIYLife

AOL | Dec 2009 – Mar 2011 (1 yr 4 mos)

Editor of AOL's DIY site, focusing on home improvements, cleaning, and organizing. Grew site from 300K PVs per month (in Dec. 2009) to 2MM PVs (in Feb. 2011). Grew external PVs from 366K per quarter to 4.2MM. ComScore rating peaked at #3.

Education

CUNY Brooklyn College

Bachelor of Arts, English Literature and Journalism

Skills

CMS: Drupal, Wordpress, Blogsmith, Sitecore. Affiliate platforms and tools: Skimlinks, Rakuten, Impact Radius, Howl, C.J., VigLinks, Shareasale, Amazon Associates, Trackonomics. Adobe Suite: Photoshop, InDesign, InCopy. Microsoft Office: Word, Excel. Analytics: Google Analytics, Omniture, Coremetrics, LiveMetrics. HTML. Asana. Project management tools: Airtable, Asana, Trello