

EXPERIENCE

BobVila.com (Vila Media LLC) | Aug 2014-present

Editorial website with 2 million unique visitors per month

Managing Editor (July 2016-present)

- » Manages a team of two freelance editors, assistant editor, editorial assistant, and 16 freelance writers
- » Leads a monthly edit workshop to refocus and strengthen in-limbo content ideas
- » Strategizes and assigns seven to 10 articles per week (half of the site's content) based on SEO potential
- » Plans and edits native content for clients including Hyde Tools, CTS Cement, DuPont Corian, and IKEA
- » Introduced five article series, including the site's first original DIY projects (now 40+ total)
- » Coordinates syndication efforts on The Snug, HomeTalk, MSN, and previously Huffington Post, BuzzFeed, and Zillow

Editor (Aug 2014-June 2016)

- » Edits up to five articles and/or slideshows per week, ranging from how-tos to inspiration galleries
- » Evaluates performance of all article content with Google Analytics to improve the editorial lineup
- » Brainstorms new site features (such as graphic banners to circulate more traffic within the site) and teams with contracted designer and developers to take from idea to execution

Good Housekeeping magazine (Hearst Corporation) | May 2011-June 2014

National monthly magazine with 24 million readers per month

Editorial Assistant & Internship Coordinator

- » Pitched and wrote copy for the DIY column "My Smart Solution" and home decor page "Show & Tell"
- » Edited six sets of Q&As for magazine's top-rated pages, "Ask Heloise"
- » Pitched and wrote fresh home content and flipbooks weekly for goodhousekeeping.com
- » Assisted production of *7 Years Younger Anti-Aging Diet*, the sequel to the brand's *New York Times*' best-selling self-help book

Family Circle magazine (Meredith Corporation) | May-Aug 2010

National monthly magazine with 17.8 million readers per month

Editorial Intern: health & food departments

- » Researched scientific studies for the Kids' Health and Health News pages
- » Coordinated giveaways on the magazine's social network, MOMster.com
- » Organized 80+ snack food brands and shared byline for "Favorite Snack" health feature (Oct. 2010)

Cleveland Magazine (Great Lakes Publishing) | May-Aug 2009

Monthly city publication with a readership of 150,000+ per month

Editorial Intern: writer & fact-checker

- » Published 21 clips with bylines in June through October issues of Cleveland Magazine and its sister publications: Inside Business, Valley, Pulse, and Downtown Digs
- » Fact-checked stories for all magazines under the Great Lakes Publishing

SKILLS

Web publishing: WordPress • Magnus • Tumblr • Drupal • YouTube • iMovie

Analytics & SEO: Google Analytics • Google Adwords • Moz • ahrefs

Social media: Instagram • Pinterest • Facebook • Twitter

Design & publishing: Adobe Photoshop • Adobe InDesign • Adobe InCopy

Experienced in SEO, HTML, CSS, and video editing; versed in AP Writing Style

EDUCATION

Syracuse University | Syracuse, NY

S.I. Newhouse School of Public Communications

Graduated Summa Cum Laude

B.S., magazine journalism, May 2011

Minor in nutrition