

EXPERIENCE

Us Weekly and UsMagazine.com • Wenner Media LLC • New York, NY**Senior Editor** (October 2016 – Present)

- Pitch and execute print and digital features covering all lifestyle areas, including food/drink, entertaining, health/fitness, crafting, and weddings; collaborate with video team to develop ideas for new lifestyle videos (both series and one-offs)
- Build all lifestyle stories in the CMS and write clickable, SEO-driven display copy to encourage organic and social traffic
- Elevate food and drink content by recruiting notable chefs, bartenders, restaurateurs and influencers
- Oversee and refresh signature franchises, including Inside My Kitchen, and 10- to 15-page feature packages, such as Best Diets; manage partnership with Lauren Conrad and jointly conceptualize four distinct parties (print, online, and video concepts)

Freelance Writer (March 2005 – Present)**Highlights:** Delish.com, CNTraveler.com, *InStyle*, *Cosmopolitan*, *Allure*, Health.com, *Family Circle*, Hearst Content Studio**Women's Health** • Rodale Inc. • New York, NY**Senior Editor** (July 2015 – August 2016)

- Pitched, assigned, and edited well features and department stories on career, personal finance, and lifestyle topics
- Conceived angles for, assigned, and edited monthly celebrity cover feature and lifestyle-oriented You: The Instant Expert back page; edited Ask Anything, an FOB section consisting of Q&As with experts from the *WH* advisory board
- Wrote at least two news-based blog posts per week for WomensHealthMag.com

Food Network Magazine • Hearst Magazines • New York, NY**Senior Editor** (August 2014 – April 2015)

- Pitched, reported and wrote lifestyle features (Star Kitchen, large-scale round-ups, behind-the-scenes narratives)
- Interviewed Food Network/Cooking Channel talent, including Guy Fieri, Katie Lee, Curtis Stone, and Tiffani Thiessen
- Identified culinary trends and built relationships with influential chefs across the country

Fit Pregnancy and Natural Health • American Media Inc. • New York, NY**Features Editor** (August 2013 – July 2014)

- Directed all food content for both bimonthly magazines: planned and executed service-packed well features and FOB stories; tested and edited recipes; worked with publicists to secure book excerpts; developed and implemented new department pages
- Planned and assigned or wrote ~10 FOB and BOB pages per issue (primarily work/money, travel, health)
- Conceived, assigned, and edited features on travel, work, and money; pitched and wrote cover story on Shailene Woodley
- Edited three two- to four-page news sections reported and written by editorial assistant

Time Out New York • Time Out America LLC • New York, NY**Associate Features Editor** (August 2010 – August 2013)

- Created lineups for, assigned, and edited highly packaged features (six to 16 pages) on food/drink, travel, beauty, fashion, health/fitness, careers, and relationships for the weekly culture and entertainment magazine
- Booked and interviewed celebrities (e.g., Anthony Bourdain, Jessica Chastain, Florence Welch, Jim Parsons, Elizabeth Banks)
- Produced and QAed feature articles in Time Out's CMS; wrote clickable, SEOed heds, deks, and ledes
- Wrote four out of seven daily newsletters; used analytics to optimize open rates and drive traffic to website
- Appeared live on *Good Day NY* to discuss upcoming cultural events and news

IN New York and Where New York • MVP|NY • New York, NY**Associate Editor** (October 2009 – July 2010)

- Wrote FOB articles on entertainment/culture, shopping, dining, art, and travel news for two monthly magazines
- Hired and managed two junior editors, two freelance fact-checkers, and two interns
- Promoted from **Assistant Managing Editor** (March – October 2009), **Assistant Editor** (June 2008 – March 2009), **Editorial Associate** (August 2007 – June 2008), and **Editorial Assistant** (October 2006 – August 2007)

Teen • Hearst Magazines • Santa Monica, CA**Contributor** (March 2006 – January 2009), **Freelance Editorial Assistant** (June – October 2006), **Intern** (June – August 2005)

- Pitched, reported, and wrote two- to six-page feature stories about relationships, money, and pop culture

SKILLS

Adobe (InCopy, Bridge, basic InDesign, Photoshop Elements), AP Style • Basic HTML, SEO best practices, Chartbeat, Google Analytics, content management systems (including Drupal, WordPress, Hearst MediaOS) • Proficient in written and spoken Spanish

EDUCATION

University of Southern California, Los Angeles, CA • Bachelor of Arts, Communication; Spanish minor