

NVE: Experience Agency, Los Angeles — Publishing Editor

September 2021 - June 2023

- Responsible for all aspects of publishing TheFutureParty daily newsletter and launch of TheFutureParty website; oversaw publication of daily trending news and long-form articles.
- Streamlined editorial process and created publishing guides for writers and editors including WordPress Publishing Guide, Writing for SEO, Style Edits, and Keywords.
 - Developed omnichannel content strategies that lowered website bounce rate **-11%**, exit rate **-7%**, and increased newsletter subscribers **+31%**.
 - Led SEO strategy, implementing on-page tactics that increased organic search **+44%** and overall traffic **+67%**, and tracked performance to continually optimize across channels.
 - Crafted SEO-driven headlines and subheads increasing CTR **+8%**.
 - Copy-edited and tailored content to platform and audience needs, ensuring optimal tone, format, and engagement across social media, web, and newsletter.
 - Verified content accuracy through thorough research and cross-referencing credible sources, maintaining clarity, professionalism, and trustworthiness.
- Grew and managed the editorial and social teams, while working in tandem with the agency's branded content and sales teams for org-wide KPI alignment.
- Conducted monthly brand audits and market research helping to optimize content strategy and stay abreast of best practices.

Penske Media Corporation, New York — SheKnows Entertainment Editor

March 2019 - December 2020

- Led the development and execution of content strategies that expanded the outlet's entertainment coverage, and drove audience engagement and brand visibility across multiple platforms and channels.
 - Created and implemented editorial strategies for syndicate partners like Yahoo, Flipboard, and Smartnews leading to huge traffic spikes **(+500%)**.
 - Developed and executed editorial strategies for entertainment news coverage, awards season, and major events increasing MoM traffic **≈18%**
 - Developed and executed SEO-driven editorial strategies leading to **+153%** YoY traffic increase.
 - Booked and interviewed high-profile talent, producing engaging on-camera content for digital and social platforms.
- Developed and maintained relationships with TV networks, film studios, talent, and brand publicists leading to **+48%** increase in SheKnows exclusives.
- Led, oversaw, and mentored the editorial team by providing training, fostering skill development, and ensuring high performance through continuous feedback and support.

E! News, Los Angeles — Writer & Reporter

October 2013 - May 2017

- Created and launched the first-of-its-kind social impact-driven celebrity news vertical, [TheGiveBack](#), an edit center for E! Online.
 - Interviewed A-list talent and wrote long-form features.
 - In tandem with E! News broadcast, produced first-ever celebrity segments covering philanthropic and charitable efforts.

- Wrote +3,000 articles published on E! Online (trending news, features, evergreen content) and adapted exclusive reporting for daily show coverage.
- Interviewed celebrities and industry insiders on camera for digital and field-produced segments for E! News broadcast, managing on-location reporting, overseeing logistics, and crew coordination.
- Developed and nurtured a network of industry contacts and sources that led to personally <1000 breaking news stories resulting in huge website traffic spikes (<300K PVs per story).
- Attended and reported live from major events, such as award shows, film premieres, and festivals leading to +29% increase in exclusive reporting.

RiseUp Media, New York — Integrated Marketing & PR Consultant

June 2017- February 2019

- **Social Media Management:** Developed and executed data-driven social media strategies, creating impactful content and managed campaigns that increased engagement, reach, and ROI.
- **Influencer Marketing:** Led end-to-end influencer campaigns, managing partnerships to amplify brand visibility, drive engagement, and ensure alignment with target audience and brand goals.
- **Earned Media:** Drove earned media strategies by crafting compelling press materials, securing high-impact national & international placements, and fostering strong media relationships.
- **Event Production:** Planned and executed high-profile events by defining objectives, optimizing budgets, and managing end-to-end production to deliver impactful experiences for clients like MTV and Focus Features.

EXPERIENCE — Content Strategy; Editorial Leadership; SEO Optimization; Cross-Platform Content; Audience Engagement Team Management; Brand Development; Digital Publishing; Content Development

TOOLS & TECH — Content Management Systems (Sage, WordPress); SEO (Google Analytics, SEMrush, Similarweb); Data Visualization (Tableau); Google Suite; Social Mgmt (Sprout, Later); Design and Multimedia (Canva, Adobe Creative Suite)

EDUCATION — **California State University, Northridge.** Northridge, CA — *BA Religious Studies*