

# Melanie Curry

## Social & Content Strategist

## Summary

I'm a social and audience development strategist with 4+ years of experience growing digital audiences through social programming, newsletter strategy, analytics, and content development for lifestyle brands. Skilled in performance reporting, audience insights, and content strategy that drives engagement, referral traffic, and brand visibility.

## Education

### Bachelor of Science in Journalism

Emerson College  
2018 - 2021

### Associate of Science in Psychology

Georgia State University,  
2016 - 2018

## Skills

- Social Strategy & Programming
- Community Management
- Content & Newsletter Strategy
- Audience Insights

## Tools

- SEO
- Parse.ly & Google Analytics
- Canva & Photoshop
- CMS
- Social Flow
- Looker
- Semrush & SimilarWeb
- Dash Social

## Contact

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## Experience

### Associate Manager, Audience Development

Allure & SELF, June 2025 - April 2026

- Built and optimized social strategies for brand franchises to grow engagement, reach, and audience development opportunities.
- Executed Reddit and Pinterest programming in Dash Social, including a month-long Reddit strategy that generated 28K+ views for SELF and 13.7K views for Allure.
- Programmed daily newsletters across multiple brands and franchises to drive engagement and referral traffic.
- Produced social performance reports for tentpole moments, cover launches, and key editorial initiatives to inform strategy and optimize future programming.
- Produced ad hoc reports and conducted SEO and Pinterest keyword research to identify content opportunities and inform strategy.
- Launched a Pinterest strategy using editorialized boards, designed pins, and repurposed editor UGC, with pins from the initiative accounting for half of the brand's Top 10 new pins of the year.

### Freelance Editor & Content Strategist

Feb. 2021 - Present

- Develop and execute content strategies for high-profile brands, including Cosmopolitan, Glamour, and Refinery29.
- Lead editorial strategy and execution for large-scale projects such as House Beautiful's 2024 Content Creator Class and Glamour's 2023 Beauty Awards.
- Produce beauty content for InStyle's TikTok, generating 2.1M+ views.

### Associate Editor

Verywell Mind, May 2024 - Jan 2025

- Developed content strategies for trending lifestyle and wellness stories, increasing sessions by 15K week over week and securing top Google Discover impressions.
- Conducted competitor analysis to inform content strategy, resulting in trending stories becoming a top traffic driver on Google Discover, including one story that garnered 4M impressions and 200K clicks.
- Owned social publishing on Instagram and TikTok and crafted visual-first elements through Canva and Photoshop to drive user engagement.
- Leveraged Dash Hudson analytics to forecast user behavior, increasing organic impressions, profile reach, and overall audience engagement.

### Assistant Editor

Cosmopolitan, August 2022 - July 2023

- Leveraged analytics tools including Parse.ly, Dash Hudson, Google Analytics, and Looker to inform content strategies, optimize audience engagement, and drive traffic across Facebook, Instagram, and Twitter.
- Managed membership and subscription strategy using SailThru to drive higher retention and conversions, resulting in 4% MoM subscription growth and 3% WoW affiliate growth.
- Spearheaded syndication efforts, driving an estimated 200K+ page views per story and contributing to audience growth.
- Oversaw Pinterest strategy, launching an affiliate-first franchise aligned with social commerce trends and boosting audience engagement and brand revenue.

### Editorial Assistant

Hearst Magazines, August 2021 - August 2022

- Managed multi-platform content distribution for Hearst-wide editorial campaigns across Facebook and Twitter.
- Optimized evergreen listicles and galleries through social publishing, contributing to a 34% MoM increase in social and site traffic for Redbook.
- Audited 17+ Instagram and Facebook channels and used performance insights to develop personalized social media strategies for each brand.