

MELANIE CURRY

melaniecurry.com
curry.melanie@gmail.com
[linkedin.com/in/melanie-curry-63b9a6173/](https://www.linkedin.com/in/melanie-curry-63b9a6173/)
404-979-1619

ALL ABOUT ME

I'm an award-winning editor with over four years of experience pitching, writing, and editing for lifestyle brands. I use content strategy and data platform tools to optimize stories, predict content trends, and deliver performance metrics.

EDUCATION

Emerson College
Bachelor's of
Science in
Journalism

CORE SKILLS

- SEO
- Parse.ly
- Canva
- Photoshop
- CMS
- Social Flow
- Asana
- Google Suite
- Google Analytics
- Looker
- Semrush
- Dash Hudson
- Airtable

WORK EXPERIENCE

Freelance Editor:

February 2021 — Present

- Provide editorial services to news, lifestyle, and service brands including Glamour, InStyle, PopSugar, and Byrdie.
- Write personal essays, beauty and lifestyle e-commerce stories, news hits, trend explainers, and celebrity profiles.
- Contribute to large-scale editorial packages including brainstorming, interviewing, and writing for House Beautiful's 2024 Content Creator Class (along with Glamour's 2023 Beauty Awards).
- Produce beauty content for InStyle's TikTok, which amounted to 2.1+ million views.

Associate Editor:

Verywell Mind, May 2024 — Jan 2025

- Edited one to two lifestyle and wellness stories per day for brand voice, SEO optimization, and content readiness.
- Spearheaded trending content by ideating and assigning new stories based on lifestyle and wellness trends like cortisol face (15K sessions WoW) and penny method dating (1.3k sessions MoM).
- Programmed the homepage weekly and owned social publishing on Instagram and TikTok, generating an average of 900+ in-feed impressions and boosting Likeshop clicks by 300%+.
- Recruited and managed new freelance writers and contributors.
- Wrote lifestyle and wellness stories, which generated over 2 million impressions and 150k+ clicks on Google Discover.
- Brainstormed, edited, and assigned large-scale editorial spotlights, including Verywell Mind's yearly Mental Health Awards, an eczema skin spotlight, and Gen Z wellness trend package.
- Owned Verywell Mind's sex package, from ideating and assigning stories to writers, overseeing art and visual elements, and pitching the package to interested advertisers.

Assistant Editor:

Cosmopolitan Magazine, August 2022 — July 2023

- Pitched and wrote beauty, lifestyle, and fashion stories from SEO product roundups to opinion editorials and first-person reviews.
- Spearheaded syndication efforts, which brought in an estimated 200K+ page views per story and contributed to the brand's monthly digital goals.
- Wrote social copy for Apple News Alerts, Instagram, and Facebook.
- Created weekly content and social traffic reports using Parse.ly, Looker, Dash Hudson, and Data Studios.
- Tested and reviewed products for Cosmo's yearly beauty awards—Clean Beauty, Holy Grail, Reader's Choice, and Acne Awards.
- Pitched, produced, and edited TikToks.

Editorial Assistant

Hearst Magazines, August 2021 — August 2022

- Pitched and created content for all Hearst brands including celebrity features, SEO-optimized product roundups, first-person reviews, and more.
- Launched Good Housekeeping's biweekly series, Shop Small, which spotlighted small business owners of lifestyle and beauty brands.
- Wrote beauty stories for Women's Health, including a how-to-tan on deep skin guide and a review of the Jones Road What the Foundation.
- Produced an award-winning investigative story on the unregulated Black haircare industry for Prevention Magazine.
- Assisted the in-house SEO team and social strategist with admin and editorial tasks.
- Managed calendars, scheduled meetings, and processed expenses for three editorial executives.