

# JAMES OLIVER CURY

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## FREELANCE ARTICLES

*Travel & Leisure*

*The Hollywood Reporter*

*The New York Times*

*Food & Wine*

*Details*

*Esquire*

*Bloomberg*

*Wired.com*

*CNN*

*Playboy*

*Men's Journal*

*SPIN*

*Rollingstone.com*

*Entertainment Weekly*

*Rachael Ray Magazine*

## DIGITAL STRATEGY CONSULTING

De Gustibus

(Cooking School)

Authentic Italy

Mulholland Distilling

The Plunge

YogaMaya

## EDUCATION

Wesleyan University

Middletown, CT

University College

London, England

Stuyvesant High School

New York, NY

## SKILLS/TRAINING

Omniture, KPIs, SEO

Google Analytics,

Parse.ly, MS Word, Excel,

Slack, Photoshop,

Powerpoint, Outlook,

BBEdit, Agile Manage-

ment, TeamSite,

WordPress, InDesign/In-

Copy, newsletter

management, joint-

venture strategy,

MailChimp, budget

balancing, hiring/firing,

media training,

syndication development,

video production,

Brightcove, Youtube,

Vimeo, Facebook, Twitter,

Instagram, Pinterest,

LinkedIn, Hootsuite,

Monday.com, AirTable,

CrowdTangle

## EXPERIENCE

### Digital Strategy Consultant

2018 - Present

- Conceived and executed digital strategy plans for lifestyle sites including De Gustibus cooking school, Authentic Italy travel, and The Plunge wedding site.
- Created edit calendars for desktop/mobile, newsletters and social media channels
- Built new templates for recipe recaps, regional maps and comparative reviews
- Hired and trained interns for edit, art, and social media departments
- Increased social media followers and reach by 5X with daily posts and engagement

### VP, Digital Director / THE POINTS GUY (BANKRATE)

2016 - 2017

- Identified KPIs and doubled traffic (from 2.4 million to 4.8 million UVs) in just over a year
- Grew edit team from 5 to 15 people
- Expanded news, reviews, and lifestyle coverage, pushing content from 5 to 15+ posts per day
- Developed new franchises like "The TPG Reports," which garnered unprecedented media coverage and innovated with customizable, interactive charts
- Explored new verticals to diversify readership (family travel, product reviews)
- Oversaw a fully responsive site redesign, raised photo standards, spearheaded infographics
- Produced videos in Asia, Africa, and New York with corresponding social-media cuts
- Managed sponsored-content and affiliate-network campaigns with Chase, Bank of America, Citi, Capital One and other banks, hotels and airlines

### Digital Director / DETAILS (CONDÉ NAST)

2012 - 2015

- Oversaw 10x growth in traffic and exponentially increased social media following and engagement on Twitter, Facebook, and Pinterest
- Added more than 1 million UVs/month by creating the world's first men's style blogger community – with editorial integration opportunities and sponsored/native programs
- Created new video franchises, including "60 Seconds With" celebrity interviews, "We Want It" editors' picks, and live, in-office performances
- Produced (daily) high-quality, fast-turnaround videos from Men's Fashion Week in Europe
- Launched new weekly columns about wine, cocktails, health myths, and street style
- Identified joint-venture partners for e-commerce, link swaps, and newsletter contests

### Web Director, Shelter Group / HEARST MAGAZINES (DIGITAL MEDIA GROUP)

2009 - 2011

- Developed SEO/content strategy and programming for four home/lifestyle sites: HouseBeautiful.com, CountryLiving.com, GoodHousekeeping.com, and TheDailyGreen.com
- Hit record traffic for all four sites (HB traffic grew 309% year to year)
- Managed/mentored 12 editors plus interns, top-edited copy
- Oversaw edit calendars, blogs, videos, redesigns, and RFP coordination

### Committee Member / JAMES BEARD AWARDS (RESTAURANTS & CHEFS)

2007 - 2011

- Managed the NYC team of 20+ judges, soliciting input for nominations
- Lobbied for NYC-based restaurants and chefs in meetings and on ballots
- Updated other committee members on new culinary developments
- Judged both Restaurant & Chef Awards and Media Awards
- Wrote cover story for 25th anniversary program guide

### Executive Editor / EPICURIUS.COM (CONDÉ NAST)

2007 - 2009

- Grew traffic to 60 million PVs and 6 million UVs with 33% growth to non-recipe pages
- Won numerous awards (James Beard, Webby, MIN, OMMA, MPA, and a New York Emmy) after relaunching the "Epi-Log" blog, featuring celebrity chefs, bartenders and writers
- Coordinated syndication with Yahoo, AOL, Daily Beast, Youtube, and Hulu
- Added wine pairings to recipes working with joint-venture partner Snooth.com
- Raised more than \$3.5 million with the first "Epicurious Entertains NYC" event
- Introduced the Epicurious iPhone app, downloaded more than 10,000,000 times

### Food Editor, Restaurant Critic & Drinks Columnist / TIME OUT NEW YORK

2003 - 2006

- Reimagined the entire 10-page food and drink section, adding restaurant reviews
- Managed the annual Eat Out Awards and hosted the ceremony
- Reviewed/previewed restaurants; covered trends in beer, wine, spirits, and cocktails
- Wrote fashion stories, book reviews, celebrity profiles, musician Q&As and cover packages
- Appeared on TV (morning news shows and On Demand); judged food and drink competitions

For more information, and to see case studies and video, visit: [www.jamescury.com](http://www.jamescury.com)