

## FREELANCE WRITING

*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  
Dirt to Dinner

## EDUCATION

Wesleyan University  
Middletown, CT  
University College  
London, England  
Stuyvesant High School  
New York, NY

## SKILLS/TRAINING

Omniture, KPIs/OKRs,  
SEO, Google Analytics,  
Parse.ly, Excel, Slack,  
Photoshop, Powerpoint,  
Outlook, Agile Manage-  
ment, TeamSite,  
WordPress, newsletters,  
MailChimp, budgeting,  
hiring/firing, syndication,  
video production,  
Brightcove, Youtube,  
Vimeo, Facebook,  
Twitter, Instagram,  
Pinterest, LinkedIn,  
Hootsuite, Sprout Social,  
Jira, Monday.com,  
AirTable, CrowdTangle

## EXPERIENCE

### Digital Strategy Consultant

2018 - Present

- Conceive and execute editorial and marketing plans for lifestyle sites including De Gustibus cooking school, Authentic Italy travel company, and The Plunge wedding site
- Boost traffic and brand awareness with SEO-optimized content, newsletters and social media
- Build new franchises: recipes, regional maps, comparative reviews, and live virtual classes

### Editor / LADDERS NEWS

2021

- Doubled the volume of daily news posts by adding more syndicated content, guest contributors, and updates of previously successful, evergreen articles
- Improved content quality by imposing more rigorous editing standards and experimenting with social-media embeds, timelines, and quizzes
- Co-created a multimillion-dollar product that Ladders sold to Industry Dive in 9/2021

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

2016 - 2017

- Doubled traffic (2.4 million to 4.8 million UVs) in 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
- 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 banks 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 video franchises: "60 Seconds With" celebrity Q&As, "We Want It" editors' picks
- 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
- Updated other committee members on new culinary developments
- Judged both Restaurant & Chef Awards and Media Awards

### 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 awards: Webby, James Beard, MIN, OMMA, MPA, and a New York Emmy)
- 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

- 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