

Accomplished health writer, editor and content strategist with a proven track record for developing results-driven content plans designed to reach and engage readers, grow traffic, and exceed revenue goals. A dynamo manager with a forte for hiring, inspiring and motivating employees to beat company benchmarks. A pro communicator and passionate cross-collaborator adept at ideating and creating high-performing multimedia on deadline and under budget.

EXPERIENCE

EverydayHealth.com | **Everyday Health Group (EHG); New York, NY**

June 2017–Present

Editorial Director, Lifestyle and Wellness (April 2023—Present)

- Manage a team of five editors and one registered dietitian nutritionist who create content on a range of health and wellness topics across three major health brands: Everyday Health, Lose It!, and DailyOM
- Collaborate with SEO, product, photo, design, and marketing teams to execute a strategic plan for growing site traffic to new content arm for the weight loss app Lose It! (1.4M monthly active users), [Loseit.com/Articles](https://loseit.com/articles)
- Oversee editorial strategy for [Loseit.com/Articles](https://loseit.com/articles) and work closely with newsletter, social, and marketing teams to meet content needs
- Led editorial strategy for Weight Loss Reframed, a January 2024 special report on weight loss for Everyday Health that included over 30 articles that drove nearly 300 backlinks from 117 unique domains, helping bolster Everyday Health's website authority
- Partnered with newsletter team to create short-run series on weight and emotions that had over 16x the average click-through rate and about 25x the average total click-through rate of high-performing Diet and Nutrition newsletter
- Designed content plan on weight loss drugs and nutrition, helping land an advertising deal with major weight loss pharmaceutical brand

Executive Editor, Lifestyle and Wellness (May 2021–March 2023)

- Designed content strategy for diet, nutrition, and recipes; complementary and integrative health; sleep; fitness; mental health; and skin care, landing dozens of page 1 rankings on Google
- Managed five editors and one registered dietitian nutritionist who created an average of 50 articles per month
- Used SEO tools such as Surfer SEO and Moz to guide team on optimizing and updating 100+ articles annually
- Generated upwards of hundreds of thousands of pageviews in organic traffic from coverage of wellness trends, informed by search data from Exploding Topics and Google Trends
- Oversaw original healthy recipe strategy leading to 500+ original recipes created, increasing page session duration nearly 400% to over 4 minutes
- Collaborated with product and design teams on various projects such as site design, CMS optimization, and custom user tools and products, including an expert-backed hydration calculator driving millions of PVs in organic search and a recipe card widget
- Served as editorial lead on multimillion-dollar content partnership with e-commerce vendor, attending performance meetings, collaborating with operations department to design workflow, and managing a freelance content editor
- Launched multiple templated content series within personal hygiene, general wellness, and diet and nutrition, driving hundreds of millions of impressions in organic search
- Assigned and top-edited news articles, guides, features, photolists, profiles, blog posts, and Q&As within diet, skin, and type 2 diabetes
- Worked with SEO team to create templated guides with custom widgets for various wellness topics that were optimized for Google Search and maximum user engagement
- Attended virtual and in-person conferences as Everyday Health figurehead, including the American College of Lifestyle Medicine annual meeting

Senior Editor (June 2017–April 2021)

- Oversaw coverage of type 2 diabetes, the top-trafficked health condition on the site with about 10.6M PVs annually and diet and nutrition, which is the top-trafficked category sitewide with 26.8M PVs annually in addition to skin and beauty with 7.8M annual PVs
- Assigned and edited guide content on various health conditions such as hep C, hyperhidrosis, PTSD, thyroid disease, and PCOS
- Recruited and managed 25 freelance health reporters and five bloggers who contributed news, features, and blog posts
- Published 40–50 health articles monthly, which involved assigning and editing plus coordinating with medical review, photo, production, and copy edit teams

- Landed dozens of page 1 Google rankings for highly trafficked terms such as diet, diet plans, keto diet, Mediterranean diet, Golo diet, carnivore diet, and plant-based diet after creating content package around diet, including an extensive landing page and nearly 50 diet overview guides
- Collaborated with newsletter team on content programming for three of EH's top-performing and most-subscribed-to newsletters (Living With Diabetes, Healthy Living, and Diet and Nutrition)
- Created two short-run newsletter series on plant-based eating and keto, with the latter increasing subscriptions to EH's Diet and Nutrition newsletter by 5x
- Coordinated with social media and video teams to create video for Facebook, Instagram, and EverydayHealth.com, and hosted four FB Lives in which I interviewed health experts on topics including eating for immunity and managing diabetes during the COVID-19 pandemic
- Used Google Analytics and Google Trends to conceive new story ideas, and optimized content for search using tools like Semrush and Search Metrics
- Drafted content plans for type 2 diabetes and skin care, helping sales team land multimillion-dollar advertising deals with pharmaceutical and consumer brands

FoxNews.com | Fox News Corporation; New York, NY

September 2014–June 2017

Health Editor

- Pitched, reported, wrote and aggregated features and articles involving nutrition, fitness, sex, mental health, parenting and personal finance for landing page with average of about 12M monthly unique visitors
- Edited, assigned, and approved pitches for stories by three staff writers and 12 freelance health reporters
- Covered breaking news, as well as viral image- and video-driven human interest stories
- Tracked trends and news in medical research, interpreting scientific jargon to write and edit stories clearly, concisely and accurately
- Studied traffic trends via Chartbeat and Parse.ly to inform coverage; headline-tested in Outbrain to improve story performance
- Managed 10 content partnerships by assigning and approving ideas, and editing and producing their content
- Worked with web video team to brainstorm video packages, turned scripts into web articles, and edited web video articles
- Produced stories in custom CMS, using tools like Google Trends to optimize stories for search
- Posted to Fox News Health Facebook and Twitter, and highlighted top content for promotion on national social media accounts

Patch.com | AOL; New York, NY

April 2014–September 2014

Associate Editor

- Pitched, reported, wrote and aggregated national news stories about health, education, politics and transportation that were shared across 906 hyper-local news sites
- Tracked viral content using CrowdTangle and used Chartbeat to inform coverage and production
- Helped recruit and manage 11 editorial interns, which included coaching them in news writing, and editing their stories

Babble.com | Disney Interactive, The Walt Disney Company; New York, NY

October 2012–March 2014

Associate Editor (November 2013–March 2014)

- Managed four interns and 12 bloggers in Health and Lifestyle verticals, which included assigning stories and meeting traffic goals
- Edited about 10 posts daily and produced them in WordPress and created daily newsletter in MailChimp
- Used Omniture and Google Analytics to inform content ideation and production

Editorial Assistant (April 2013–November 2013; promoted from Editorial Intern, October 2012–March 2013)

- Copy-edited and produced articles in WordPress, and created daily newsletter in MailChimp
- Collaborated with sales team to brainstorm and edit sponsored content for clients such as Target, HP and Citibank

EDUCATION

University of Florida | Gainesville, FL (2008–2012): Received bachelor's degree in journalism and a minor in Italian studies

TOOLS & TECHNOLOGY

- SEO and Social Analytics Tools: Google Analytics, Semrush, Surfer SEO, Search Metrics, Moz, Google Trends, Exploding Topics, Chartbeat, Parse.ly, Outbrain, CrowdTangle
- Content Management System (CMS) and Workflow Tools: WordPress, Sitefinity, MailChimp, Asana, Airtable, proprietary CMS and email platforms