

Lindsay Rogers

Jersey City, NJ • 518-248-5447 • lindsayrogers218@gmail.com

LinkedIn: [linkedin.com/in/lindsay-rogers-85353557](https://www.linkedin.com/in/lindsay-rogers-85353557) • Instagram: @lndsgrrs

SUMMARY

Travel and lifestyle editor with nearly six years of experience shaping digital editorial strategy, assigning and editing stories, and developing content that balances service journalism with strong narrative voice. Skilled at spotting trends before they peak, building relationships with freelancers, and packaging stories in ways that drive readership and engagement. Experienced across every stage of the editorial process, from calendar planning and headline writing to SEO optimization and newsletter production.

CORE SKILLS

- Editorial planning and content strategy
- SEO optimization and audience growth
- Trend forecasting and cultural analysis
- Brand voice development
- Deadline and project management
- Story development and assigning
- Headline writing and packaging
- CMS management
- Research and reporting
- Line editing and copy editing
- Newsletter production
- Freelancer management and collaboration
- Cross-functional collaboration

PROFESSIONAL EXPERIENCE

Travel Editor | InsideHook

New York, NY | October 2024 – Present

- Lead editorial planning and coverage strategy for InsideHook's travel vertical, balancing timely news, destination coverage and service-driven features.
- Assign and manage stories from a large network of freelance writers, ensuring a consistent editorial voice and high production standards.
- Edit and package stories for publication, with a focus on clarity, SEO performance and audience engagement.

- Write and produce InsideHook's travel newsletter, *The Journey*, overseeing every aspect from editorial planning and story selection to writing, packaging and execution.
- Oversaw two major redesigns of *The Journey* during tenure, helping refine user experience, editorial presentation and overall brand identity.
- Write original travel features, trend pieces and commentary across the travel vertical.
- Collaborate closely with design, social and audience teams to strengthen visual storytelling and optimize story performance.
- Identify emerging travel trends and cultural conversations to shape editorial direction and keep coverage competitive.
- Maintain editorial calendars and oversee workflow to ensure stories are delivered accurately and on deadline.

Associate Editor, Travel | InsideHook

New York, NY | October 2022 – November 2024

- Edited daily travel and lifestyle stories ranging from hotel openings and airline news to service journalism and cultural features.
- Crafted headlines, dek copy and story framing designed to improve click-through rates and reader engagement.
- Worked directly with writers to strengthen narrative structure, sharpen reporting and maintain brand voice consistency.
- Helped shape editorial calendars and long-term coverage planning around seasonal travel trends and audience interests.
- Brainstormed story ideas and recurring franchises that aligned with InsideHook's editorial goals and readership data.
- Analyzed performance metrics and reader behavior to inform content strategy and optimize coverage.
- Stayed ahead of industry trends, emerging destinations and shifts in consumer travel habits to inform story development.

Assistant Editor | InsideHook

New York, NY | August 2021 – October 2022

- Supported senior editors with daily content production across multiple editorial verticals.
- Edited drafts for grammar, style, tone and structure while ensuring accuracy and adherence to publication standards.
- Assisted with assigning stories, coordinating deadlines and communicating with freelance contributors.
- Helped manage editorial workflows and publishing schedules to keep content moving efficiently.
- Researched stories, compiled background reporting and sourced supporting materials for features and news coverage.

- Contributed headline ideas, content packaging and SEO recommendations to improve discoverability.
- Worked across teams to ensure articles were formatted, published and promoted smoothly.

Editorial Assistant | InsideHook

New York, NY | November 2020 – August 2021

- Coordinated editorial calendars and tracked publishing schedules across digital platforms.
- Assisted editors with article production, research and administrative support for daily editorial operations.
- Communicated with writers and contributors to manage deadlines, edits and publication logistics.
- Uploaded and formatted stories in the CMS while ensuring consistency in style and presentation.
- Supported SEO implementation and metadata optimization for published content.
- Participated in editorial brainstorming sessions and contributed ideas for stories and coverage opportunities.

EDUCATION

New York University

Master of Arts, Journalism | 2020

Fashion Institute of Technology

Associate of Applied Science, Fashion Merchandising Management | 2013

State University of New York

Master of Science, Fashion Marketing | 2013