

CAROLINE MORSE TEEL

CarolineAlexisTeel@gmail.com

EXPERIENCE

Bernard & Hawkes, Remote

Senior SEO Editor (Contract position May 2020 – June 2020)

- Designed and executed an SEO strategy for the website
- Wrote 20 highly optimized stories on various travel themes and locations

SmarterTravel Media, Boston, MA

Principal Editor (February 2020 – May 2020)

Senior Editor (August 2015 – February 2020)

Features Editor (August 2011 – August 2015)

- Wrote approximately 25 feature stories per month for SmarterTravel Media websites, including: SmarterTravel, TripAdvisor, Airfarewatchdog.com, Family Vacation Critic, and What to Pack
- Sourced, tested, and reviewed products for blog posts
- Wrote timely news blogs
- Wrote long-form travel articles to help increase site dwell time to 3:41
- Syndicated to Yahoo, Huffington Post, USA Today, Boston Globe, Business Insider, Zappos, the Sun
- Traveled on press trips and created engaging stories and videos
- Wrote scripts and filmed videos for SmarterTravel
- Optimized articles for SEO
- Wrote headlines and teaser copy for stories featured in daily newsletters with an audience of 1.4 million subscribers
- Managed the editorial calendar for SmarterTravel.com resulting in 4 million monthly visits
- Assigned over 100 stories per month to staff writers and freelancers
- Ran quarterly editorial pitch meetings
- Collaborated across departments including marketing, product, and sales on projects for SmarterTravel.com
- Managed yearly Editor's Choice Awards campaign
- Managed the affiliate program for SmarterTravel.com and expanded the program to all SmarterTravel Media brands
- Launched a network-wide affiliate program and grew it to generate over \$900,000 in revenue in 2019
- Managed relationships with affiliate partners both inside Skimlinks and Amazon and externally on special projects
- Built stories in CMS (WordPress)
- Selected and edited photos from Shutterstock and Twenty20 for use in stories
- Contributed to social media accounts with over 500,000 followers for SmarterTravel
- Managed a team of two direct reports

ShermansTravel, New York, NY

Deals Producer & Account Manager (February 2011 – August 2011)

- Sourced and curated travel deals
- Wrote blog posts; sourced and edited accompanying photos; uploaded to CMS
- Wrote snappy headlines for newsletter travel deals
- Evaluated travel deals for value
- Wrote deal pages

AOL City's Best, New York, NY

Freelance Associate Blogger (September 2010 – March 2011)

- Wrote travel and lifestyle content for AOL City's Best New York City website
- Reviewed restaurants, bars, and other venues
- Sourced and edited photos; uploaded to CMS (blogsmith)
- Tagged all content for SEO

Thomson Reuters, New York, NY

Manager (Data) (March 2009 – February 2011)

- Proofread and copy edited web content
- Programmed website content using a CMS
- Created tables and charts for print and online publications

ForesightnewsUSA, London, England

Editor (February 2007 – November 2008)

- Researched, wrote, and published breaking news stories to the website
- Copy edited and fact checked stories
- Managed crime, health, wellness, lifestyle, fashion, and celebrity news coverage
- Assigned stories to writers
- Directed breaking news coverage
- Produced twice daily e-mail newsletters

EDUCATION**York College of Pennsylvania, York, PA**

Bachelor's Degree, Professional Writing with a minor in marketing (2006)

- Honor society member
- Phi Sigma Sigma

SKILLS

WordPress, MS Word, MS Excel, Google Sheets, Google Docs, Amazon Affiliates, Skimlinks, SmartSheet, Adobe Photoshop, Adobe Omniture, Google AdWords, Photoshop, Canva