

Caroline Morse Teel

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Summary: Experienced editorial leader with expertise in travel content strategy, SEO, and affiliate marketing. Skilled in SEO optimization, content management, and cross-department collaboration, with a proven track record of growing audiences and increasing engagement.

PROFESSIONAL EXPERIENCE

SmarterTravel Media, Boston, MA

Executive Editor

February 2023 – November 2025

Managing Editor

October 2020 – February 2023

- Led editorial content strategy and ideated high-impact stories using SEMrush, Google Analytics, and Search Console tools while directing editorial teams across four travel websites (SmarterTravel, Oyster, Airfarewatchdog, Family Vacation Critic) to ensure consistent content quality and SEO optimization, resulting in improved search rankings and traffic growth.
- Optimized editorial workflows for Google Discover and Search, monitoring real-time performance; mentored teams on high-CTR headline framing and visual storytelling, resulting in sustained traffic growth across a 4-site portfolio.
- Managed comprehensive editorial team workflow operations by coordinating with writers and freelancers, implementing style guidelines, and maintaining content calendars to ensure timely high-quality content delivery, producing 60-150 optimized articles monthly and maintaining freelance budget.
- Integrated AI tools into editorial workflows by implementing On-Page.ai, Claude, ChatGPT, and Gemini across research, drafting, and SEO optimization processes, streamlining content production pipelines and increasing monthly article output while maintaining quality standards.
- Oversaw affiliate marketing programs by implementing Skimlinks and Amazon Affiliates platforms and coordinating cross-department holiday campaigns to maximize revenue opportunities.
- Created daily travel content by researching trending topics and implementing SEO best practices to provide breaking news and destination guides, writing 4-5 high-performing articles weekly.
- Developed newsletter strategy by managing 10 weekly distributions and implementing engagement tracking to enhance subscriber experience, improving click-through rates and audience retention.
- Served as primary media spokesperson for SmarterTravel Media across TV, print, and digital; collaborated cross-functionally with Product and Sales to align content with overarching business objectives.
- Orchestrated cross-functional initiatives by leading weekly meetings with marketing, product, and sales teams to align content strategies and business objectives.
- Managed sponsored content campaigns by collaborating with clients and internal teams to create custom features, exceeding campaign performance metrics.

TripAdvisor, Boston, MA

Principal Editor

February 2020 – May 2020

Senior Editor

August 2015 – February 2020

Features Editor

August 2011 – August 2015

- Produced feature content by writing and editing 25 monthly articles using AP style guidelines and SEO optimization techniques to expand content reach, achieving syndication across Yahoo, Huffington Post, and USA Today.
- Managed a team of three direct reports.

- Established affiliate marketing program by implementing strategic partnerships and optimization strategies to create new revenue streams, generating over \$1 million in annual revenue.
- Managed editorial calendar by coordinating writer and freelancer assignments while maintaining quality standards to ensure consistent content production, meeting all publication deadlines.
- Developed sponsored content by collaborating with clients and internal teams to create custom campaigns, exceeding campaign performance metrics.
- Directed social media strategy for SmarterTravel by creating and curating content for 500K+ follower base to drive engagement and website traffic, increasing audience interaction rates.
- Maintained editorial excellence by implementing AP style guidelines and brand voice standards across digital platforms while conducting quality assurance reviews to ensure content consistency, resulting in significant reduction in style-related revisions.
- Created multimedia content by producing engaging travel videos and implementing SEO optimization techniques across article formats to enhance user engagement, resulting in notable increase in video view completion rates and improved search rankings

EDUCATION

York College of Pennsylvania – York, PA

Bachelor's Degree in Professional Writing, Minor in Marketing. Phi Sigma Sigma, Member of Honor Society

SKILLS

Content Management & SEO Tools: WordPress, Google Analytics, Google Search Console, Google Discover, SEMrush, Moz, SimilarWeb

Leadership: Management of editorial team and freelancers, public spokesperson

Affiliate & Revenue Management: Amazon Affiliates, Skimlinks

Creative & Marketing Tools: Adobe Photoshop, Canva, SmartSheet, On-Page.ai

Project & Workflow Management: MS Word, MS Excel, Google Sheets, Google Docs

Content Strategy: SEO Optimization, Copywriting, Affiliate Campaigns, Newsletter Management