

# Kaleigh Fasanella

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## Experience:

### Freelance Beauty and Wellness Writer/Copywriter/Editor | Remote | January 2019 - Current

- Currently serving as the weekend editor for [Allure.com](http://Allure.com), where I write three news stories of my choosing a day, in addition to updating existing evergreen and commerce content
- Optimize all assigned stories for SEO and commerce to promote growth in both traffic and revenue
- Write branded content for BDG Group ([Bustle](http://Bustle.com), [Elite Daily](http://EliteDaily.com), [The Zoe Report](http://TheZoeReport.com)), [Arfa Inc.](http://ArfaInc.com), and [Yahoo Lifestyle](http://YahooLifestyle.com)
- Contribute to HealthCentral, Glamour.com, [Byrdie.com](http://Byrdie.com), [The Beauty Independent](http://TheBeautyIndependent.com), [The Sunday Edit](http://TheSundayEdit.com), [Youth To The People](http://YouthToThePeople.com), [The Strategist](http://TheStrategist.com), and more
- Tested products and wrote reviews for *Allure's* 2019 Best of Beauty Awards
- Provided copy for several Starface.world projects, including the [brand's FAQ](#)

### Associate Digital Editor, Allure.com | New York, NY | August 2017 — January 2019

- Wrote, produced, and edited a wide variety of top-performing beauty and wellness features, news blogs, and e-commerce round-ups
- Pitched anywhere from 10-15 news stories daily and 4-5 feature and e-commerce ideas weekly
- Had my writing appear in the August 2018 print issue of *Allure's* A New Leaf package about cannabis and beauty
- Managed *Allure's* daily newsletter, which included picking out click-worthy content, coding the email itself, and scheduling it for each respective day of the week, as well as the weekend
- Interviewed top industry experts, including dermatologists, plastic surgeons, aestheticians, hairstylists, colorists, and more
- Produced photoshoots, including *Allure's* guide to picking out glasses based on your face shape, which garnered thousands of dollars in e-commerce revenue and amassed more than 100,000 unique visitors the first week it was posted
- Tested products and wrote reviews for *Allure's* 2018 Best of Beauty Awards
- Contributed monthly product reviews to promote *Allure's* Beauty Box
- Worked closely with PR representatives to learn about new and exciting products and brands coming to the beauty market

### Associate Digital Editor, TeenVogue.com | New York, NY | August 2016 — August 2017

- Wrote anywhere from 2-5 articles or e-commerce round-ups daily
- Edited, sourced art, and brainstormed headlines for all stories with a beauty and fashion focus
- Worked as an editor on TeenVogue.com's "Body Party" and "Dear Future President" franchises
- Was responsible for building a wide range of content, including print article, web copy, photos, GIFs, etc. into the brand's CMS system
- Produced the daily and weekly newsletters

## Education:

Pennsylvania State University | State College, PA | Bachelor of Arts: Journalism

