

# DEIDRE GRIEVES

## INFO

### ADDRESS

4751 Sheldon St,  
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States

### PHONE

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### EMAIL

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## SKILLS

### HTML



### Content Management Syst..



### Google Analytics



### Adobe Photoshop



### Microsoft Excel



### Paid Marketing



### Social Media



## EMPLOYMENT HISTORY

### Senior Producer & Content Strategist, Pet360 Plymouth Meeting Media (PetSmart)

Feb 2016 - Present

I oversee the content strategy and production for both petMD.com and PawCulture.com. I manage a team of three editors, one staff writer, and over 80 freelance content creators. I oversee the editorial and video planning for both sites, manage content budgets, set up workflows, and collaborate directly with third-party vendors on SEO strategy and video production efforts. In addition, I write, edit, and publish content, and I work closely with our marketing department to ensure the traffic and social growth of our media properties.

Key wins in this role include:

- Successfully overseeing the launch of PawCulture.com. I worked with designers and our technology team to lead the brand development and content direction from start to finish. The site now receives over 3 million monthly visitors.
- Achieving consistent 15% year-over-year organic traffic growth on petMD.com.
- Helping to take petMD from 5.7 million monthly unique users in 2015 to 7.8 million monthly unique users in 2017.
- Assisting in the creation of high-dollar sales campaigns including one sold to Purina for \$1 million.
- Developing and growing our video strategy from scratch. Our monthly views have grown from 250,000 in 2015 to over 1.2 million in 2017.

### Lifestyle Editor, Pet360 Media (PetSmart) Plymouth Meeting

Apr 2014 - Feb 2016

As the Lifestyle Editor for Pet360.com, I oversaw the lifestyle content on the former e-commerce property. This included managing a team of over 20 freelance writers, planning the Pet360 content calendar, taking pitches and assigning stories, and writing feature stories and daily news stories. In addition, I supported the merchandise teams with special marketing and commerce-focused campaigns by providing content and brainstorming ideas.

Key wins in this role include:

- Growing traffic to the lifestyle content on Pet360 by 125% year-over-year.
- Curating content for paid marketing partnerships with Yahoo! Shine, SheKnows, and Free Kibble.
- Successfully managing a paid marketing budget of over \$60,000 per month while our digital marketing manager was on maternity leave. This included buying traffic through Facebook and other marketing partners such as Outbrain and Taboola.

## **Online Editor, Lodging Magazine, McNeill Media Group**

Yardley

Apr 2012 – Apr 2014

At Lodging Magazine, the official publication of the American Hotel and Lodging Association, I managed the day-to-day content creation for LodgingMagazine.com. I wrote feature web stories, developed new content ideas and features, organized and sent out weekly newsletters, managed the brand's social media accounts, contributed content to the print magazine, and attended industry trade shows.

Key wins in this role include:

- Overseeing the redesign of LodgingMagazine.com.
- Growing traffic from 6,000 monthly unique visitors to over 19,000 monthly unique visitors without any paid marketing support.

## **Web Content Editor, PhillyBurbs.com, Calkins Media**

Levittown

Sep 2007 – Apr 2012

In my role with PhillyBurbs.com updated, maintained, and wrote daily content in sections relating to home décor, women's lifestyle, pets and books, and wrote local interest articles featuring area businesses. I also updated and monitored our social media efforts and assisted with building out special sections relating to special seasonal content.

Key wins in this role include:

- Developing and launching a successful book blog, where I was able to attract interviews with top writing talent including Francine Prose, Marisa de los Santos, and poet Jorie Graham.

## **Freelance Writer, Various Publications**

Throughout my career, I've contributed articles to a wide variety of print and online publications including:

- Men's Health (website)
  - Vetpreneur Magazine
  - Family Business Magazine
  - Philly.com
  - The Philadelphia City Paper
  - AOL's City's Best
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## EDUCATION

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**Chestnut Hill College, Bachelor of Arts in English and Communications** Philadelphia

Sep 2003 - May 2007

- Graduated Summa Cum Laude
- Dean's List 2003 - 2007
- Presidential Medal for Academic Achievement, May 2007
- Awarded academic scholarships 2003-2007