

Stacia Datskovska • Senior Beauty & Fashion Commerce Writer at WWD

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TOP FREELANCE BYLINES

Business Insider (the most searched person on Twitter 3/9-3/14, 2023, which prompted a Buzzfeed interview and incited a global, viral conversation in the form of millions of comments/retweets/response pieces); Boston Globe (appeared in print; hired to produce a follow-up TikTok); Baltimore Sun (appeared in print); USA Today (22,783+ shares; reprinted in Nederlands Dagblad); Teen Vogue (hired to produce a follow-up TikTok); Apartment Therapy (gets a repeated boost of engagement each month); GRAMMY.com; The Independent; HuffPost; Bustle; 1883 Magazine (interviewed and wrote subsequent profiles on stars like Chelsea Cutler, JP Saxe, James Smith, and beyond); Thrillist (asked by editor to curate and write Thrillist's "What to Do This Weekend in NYC" column on as-needed basis); Brooklyn Magazine; InsideHook; StyleCaster; LGBTQ Nation; Food & Wine Magazine; Matador Network; etc.

CORE AREAS OF STRENGTH

E-commerce/branded content; cross-platform digital communications; web-design; ability to quickly learn and adhere to in-house style standards; intimate knowledge of AP Style standards; reporting (quick-turnaround news and in-depth features); editorial judgment; SEO best practices; pitching; research; trend-spotting; source/expert interviews; innovative storytelling formats; social media strategy/social copy; copy editing/proofreading; newsletter writing; CMS; Microsoft/Google/Adobe Creative Suites; multimedia (photography, videography, podcasts, graphic design, etc.); audience engagement analytics; PR/media relations

Languages: English - native; Russian - fluent; Ukrainian - intermediate; Italian/Spanish - beginner

JOURNALISM EXPERIENCE

WWD

New York, NY (hybrid); December 2024-present

Senior Beauty and Fashion Commerce Writer

- Help drive WWD's revenue by writing product release news hits, shopping guide roundups of top products, seasonal gift guides, one-off spotlights, and beyond — all in the beauty, fashion, and home categories, particularly for those products that are trendy and lauded on social media
- Produce a twice-a-week newsletter send that reaches over 86,000 people and spotlights WWD Shop's top stories that week
- Ensure my copy is thorough, clean as can be, peppered with relevant links to other coverage, and consistently supported with research on trends or historical happenings in the industry
- Carry out methodical and rigorous product testing for top beauty products like hair dryers, afterwards penning smart and informative reviews to help guide prospective buyers
- Work overtime shifts during awards shows — narrowing down on red carpet trends and creating shoppable stories that generate many purchases and great commission, such as one about Miley Cyrus' Celine sunglasses worn to the Golden Globes that made five figures — as well as tentpole events like Amazon's Prime Day
- Keep my finger on the pulse of what's buzzy in the zeitgeist, pitching and executing quick-turnaround, highly successful stories as a result (Monica Rich Kosann's shoppable necklace seen in *Babygirl* being one example, alongside Kim K's Shark Beauty-fueled hair routine: both making five figures, too)
- Embed stories produced by the trending news team with relevant product cards to encourage shopping. A recent story I did this for, which spotlighted a Walmart collaboration, generated 90+ product sales (over \$5k in gross sales)
- Stay in-the-know of product launches, lightning deals, notable clothing, makeup, or shoe sightings on celebrities, and beyond, with much of this information gathered from lasting PR relationships I carried throughout my career thus far

ELLE DECOR

New York, NY (hybrid); June-December 2024

Assistant Digital Editor

- Penned trend-aware, traffic-generating interior design stories for the site on a daily basis, which exceeded editorial calendar targets established by my deputy editor, Anna Fixsen
- Had stories consistently rank at the top of the site based on engagement (many attained over 100k page views and were in the top 5 across the Hearst network, including a 2025 decor trends piece that ranked #1)
- Juggled all weekly assignments — from "bigger lift" articles to quick news hits — in a responsible, organized, and effective way that was praised by higher-ups
- Employed sharp visual/photo research skills to "pull" relevant imagery for any given story, sourcing from PR reps, the ELLE DECOR archive, or Getty
- Independently pitched coverage that was of interest to deputy editor and had clear SEO value — then produced such stories rapidly and accurately
- Carried out hundreds of interviews — with world-renowned designers/architects, celebrities, and experts — to ensure each piece was quote-rich and thus boosted the publication's authority on Google
- Leveraged SEO best practices (inline linking, content updates, keyword optimization, tagging, and more) in stories assigned by the Hearst-wide SEO team
- Conducted thorough, multiday tests of products in the home space and integrated the takeaways in top-performing, high-word-count reviews
- Wrote e-commerce gift guides and product roundups that contributed to the brand's revenue generation
- Regularly attended highly publicized events in the NYC design world (showroom openings, hotel launches, product demos, and more) and thought up creative ways to feature them on the site that would drive traffic and look attractive on socials

MASHABLE

New York, NY (remote); May-December 2023

Editorial E-Commerce Intern

- Spearheaded multiple editorial projects which ranked at the top of Mashable SEO/audience engagement charts for 3-4 weeks after publication and were republished by platforms like IG/TikTok
- Wrote 4-5 rigorously researched, data-driven commerce stories on a daily basis (including roundups of best deals/products, in-depth reviews of tech items, gift guides, one-product deals posts, etc.), adhering to in-house/AP Style standards and building the articles in CMS from start to finish
- Cultivated a style that made technical jargon/product specs sound accessible to the common reader
- Utilized analytics tools like MarketMuse and Chartbeat to track the performance of my content and make recommendations for the long-term direction of Mashable's broader commerce offerings
- Regularly employed SEO best practices to update existing articles on the site
- Produced pristine copy on fast deadlines during commerce tentpole events like Prime Day, Black Friday, and more
- Carried out thorough, sometimes months-long tests of tech products like e-readers, stationary bikes, soundbars, and earphones, subsequently writing traffic-driving reviews on the items
- Developed a burgeoning network of PR connections to arrange product acquisition and infuse my content with the most up-to-date info

EDUCATION

NEW YORK UNIVERSITY

New York, NY; September 2021-December 2023

Bachelor of Journalism and International Relations; GPA: 3.88/4 (magna cum laude)

- Graduated at 20 years old, in two years and three months. Dean's List, Hearst Journalism Awards Top 20 in the Profile Writing category, University Honors Scholar (placed in the top 40% of graduating baccalaureate students at NYU), Founders Day Award (top-ranking baccalaureate graduate)