

QUICK BIO

Award-winning editorial leader with 20 years of experience in brand communications, custom publishing, and luxury lifestyle content. Proven success in driving brand visibility and engagement through strategic content initiatives for high-profile travel and lifestyle brands.

Co-founder and editor-in-chief of the most award-winning cannabis lifestyle media brand to date. Creative visionary behind brand's prolific growth from one market at launch in 2016 to 15 monthly editions in print at pre-pandemic peak. Launch editorial director for custom-publishing partner of a billion-dollar global travel brand. Leader of über-luxury lifestyle media brand w/four bimonthly print editions, a comprehensive online platform, and extensive brand-marketing initiatives.

EXPERTISE

Creative vision
Editorial strategy
Audience development
Visual direction
Project and brand management
Results-oriented communication
Business development
Data-driven decision making
Budget planning
Staff + freelance oversight
Client relations
Team leader
Strategic marketing partnerships
Creative Cloud, Word Press

HONORS

Folio: Top Women in Media 2020
Cannabis Business Awards
Publication of the Year 2017–19, 22
Forbes' America's Best Startup
Employers, 2019

EDITOR, WRITER, STRATEGIST

Portfolio: stephaniewilson.journoportfolio.com

ALPINE PUBLISHING GROUP 2022–DEC. 2024

Executive Editor

Led the editorial department for *Denver Life Magazine* (monthly) and *Home & Garden Colorado* (quarterly), overseeing all facets of content creation and production. **Conceptualized** and executed high-impact editorial content covering Colorado's luxury lifestyle, including food, culture, art, fashion, health, outdoor adventure, and home design, tailored for an educated and sophisticated regional audience. **Managed** editorial team members and collaborated with freelance writers, sales, and designers to deliver polished, engaging publications on deadline. **Authored** feature-length and department stories while crafting sharp headlines, decks, and captions to elevate reader engagement.

SENSI MEDIA GROUP 2015–2022

Co-founder + Editor in Chief of Sensi Magazines

Led the conceptual development, launch, and editorial management of the first cannabis lifestyle media brand tailored to a mainstream audience, transforming it from a concept into a nationally recognized powerhouse. Grew the magazine from a single Denver/Boulder edition in April 2016 to 15 monthly editions by 2020, with a combined readership of over 2 million across coast-to-coast markets. **Directed** the publication of 413 unique editions, crafting engaging and forward-thinking editorial content that resonated with diverse audiences while maintaining consistency in brand voice and style. **Oversaw** the creation of a robust online presence, aligning digital strategies with the magazine's growth trajectory and expanding its influence beyond print.

ROYAL MEDIA PARTNERS 2011–2015

Launch Editorial Director

Spearheaded the development of a five-tier integrated media program encompassing print, web, app, video, and live promotion platforms, along with branded campaigns and corporate materials, for Royal Caribbean Cruises Ltd.'s exclusive custom publishing partner. **Created** a print portfolio that included 3 lifestyle magazines, 2 sets of destination guides, inaugural books, shopping maps, shopping guides, and more. **Collaborated** with luxury advertisers such as Cartier, Rolex, and Fendi to enhance content alignment, resulting in continuous ad revenue growth across publications and divisions. **Tailored** content, voice, and messaging to meet the demographics of the various cruise lines in RCCL's fleets.

HAUTE LIVING MAGAZINES 2006–2010

Editorial Director

Responsible for all processes related to publishing four bimonthly regional luxury lifestyle magazines (Miami, New York, Los Angeles, San Francisco) and maintaining an extensive online platform: writing, editing, proofing, sourcing content, managing contributors, budgeting and scheduling, custom content creation, social media management, internship program, and so much more.