

megan mcintyre

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PROFILE

Creative and established editor with over 15 years experience at print publications and digital media start-ups. Collaborative and driven, a proven self-starter adept at digital strategy, content management, and crafting an authentic, consistent, and captivating voice that resonates with a millennial audience.

EXPERIENCE

Freelance Beauty Writer, Editor & Brand Consultant

JANUARY 2017-PRESENT

- Create engaging, in-depth features on industry news, trends, and happenings for print and digital publications that include *Marie Claire*, *Coveteur*, *Glamour*, *Fashionista*, *Spotlyte*, *Byrdie*, *Rose Inc.*, and *Beauty Independent*.
- Advise beauty brands on consumer behaviors, product marketing, and industry impact. Current and past clients include P&G, Sephora, and Unilever.
- Conceptualize and execute brand vision for Shen Brooklyn The Manual blog. Manage copy flow, write stories, interview brand founders, oversee social media accounts, and produce newsletters for all original content.
- Copywriting marketing materials, SEO editorial, and in-store marketing initiatives for clients like P&G, Allergan, Revlon, Aveda, L'Oréal, and Unilever.

Beauty Features Director, Refinery29

JANUARY 2016-DECEMBER 2016

- Conceive, research, write, and package beauty features and quarterly content initiatives, including yearly Beauty Innovator Awards package.
- Interact daily with Social, Marketing, Advertising, SEO, and Creative teams on all beauty content and strategy.
- Work with team to develop feature pitches and direct them on most effective execution and promotion.
- Act as in-house beauty expert for media opportunities.

Beauty Director, Refinery29

2013-2016

- Manage beauty vertical, overseeing content production, story pitches, social engagement, team dynamic, workflow, and audience development.
- Directly responsible for monitoring and growing audience while consistently meeting monthly traffic goals.
- Accompany Sales team on major client meetings and presentations.

Senior Beauty Editor, Refinery29

2011 – 2013

Beauty Editor, Daily Makeover

2008-2011

Assistant Editor, WWD Beauty Biz

2005-2008

EDUCATION

Bachelor of Arts, Magazine Journalism

Plattsburgh State University, Plattsburgh NY 12901