
Digital Content and Creative Executive

Distinguished history of success leading diverse creative, editorial, and branded content development functions

Well-respected leader with a solid reputation for conceptualizing and driving creative initiatives that garner increases in brand recognition, consumer engagement, and overall sales. Proven aptitude working within high-profile fashion, luxury, news and celebrity categories. Professional foundation in editorial with a knack for adapting to new and emerging digital and technical tools. Highly adept in content ideation, digital strategy development and execution, data-driven decision-making and team management. Hands-on management approach focused on leading by example.

More than anything, I am inspired when I am able to use my talents, network and experience to crystalize a brand's priorities, animate them with creativity and connect them with audiences.

Expertise

Strategy Development & Execution
Content Development & Management
Creative Direction
Brand Creation & Leadership
Editorial Staff Leadership

Print & Digital Content Design
Social Media Strategies & Campaigns
Transformational Leadership
Alt Revenue Stream Development
Team Development & Mentoring

Experience

Multiple clients **Creative Consultant & Content Specialist** (2017 to Present)

Freelance and full-time consultant focused on driving overall success of brands' digital and retail channels. Content assessment, content strategy, content direction, and content execution. Clients include media, e-commerce, and direct-to-consumer brands (Olivela, Pepsi, Slowdance, Xcel Brands, among others.)

Cultivate open and collaborative lines of communication with brands and designers to assess and address their priorities, content development, and digital strategy development needs. Conceptualize, recommend, and execute on progressive measures that consistently meet or exceed expectations. Identify and capitalize untapped opportunities to drive consumer engagement.

Instyle & Instyle.com | Time, Inc. **Editorial Director** (2015 to 2016) **Editor in Chief** (2008 to 2016) **Editor at Large** (2006 to 2008)

Creative, content and brand strategy leader focused on growth, relevance and distinction.

Orchestrated cross-functional efforts of a team of 125+ in daily operations, across both InStyle and StyleWatch platforms. Defined and executed comprehensive digital and media brand strategies. Conducted thorough market analysis to identify and leverage trends in the highly competitive fashion space. Held full accountability for core magazine in both print and digital forms, digital book publishing, foreign licenses, and numerous brand extensions. Developed and administered a multimillion-dollar budget. Focused on optimizing reach to 30M+ readers/consumers.

Spearheaded design and launch of live events, mobile apps, apparel, footwear, accessories, hair salons, and a series of books to drive brand awareness.

During my tenure, received the Fashion Media Brand of the Year 2015 from the Daily Front Row and was named one of Advertising Age's Top Five Magazines of the Year.

Devised and executed innovative strategies to expand the brand's audience to include the largest number of affluent women with HHI of +\$100K and to reach 1M+ millionaires; more than *any* other competitor.

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Maintained company's position as best-selling core fashion title for entirety of tenure; out-sold 97% of all newsstand magazines and increased paid subscriptions by 4.4%.

Successfully established social and digital footprint of 11M and 10.5M respectively. Effectively doubled unique visitors to all-digital portfolio of brands in less than a year.

Championed the development and launch of the inaugural InStyle Awards held at the Getty Center in Los Angeles, in addition to hosting the annual tent-pole parties at the Golden Globes and Toronto Film Festival.

Strategically partnered with nonprofit I AM THAT GIRL. Oversaw and managed the creation of shared digital, video, and print content focused on inner beauty and self-confidence.

Drove development of first full-service hairstyle try-on app for iPad; utilized new and emerging facial recognition technology. Achieved 600K+ downloads. Featured by iTunes as "New & Noteworthy" and "Staff Favorite."

Cargo | Condé Nast Publications **Editor in Chief / Founder** (2003 to 2006)

Launched beloved men's shopping magazine brand that exceeded audience circulation goals. Served as organization's youngest appointed Editor in Chief.

Developed and led a performance-driven team of 75. Defined and established the corporate brand and overall content strategies. Generated 20 quality issues and rapidly exceeded the 500M paid circulation goal. Recognized for achieving the biggest ever launch for a men's magazine.

Additional professional editorial positions held at The New Yorker, Details, and Crown Publishing

Additional journalistic work for Fortune, The Huffington Post, The New York Times, and Time

Education & Credentials

BA in English and American Literature and Language / Comparative Study of Religion *magna cum laude*
Harvard University, Cambridge, MA

Recent Honors & Awards

Ozzie for Best Consumer Brand Redesign, Folio (2016)
Business of Fashion 500, Business of Fashion (2013-2015)
Marylou Luther Journalism Award, Accessories Council (2015)
40 Under 40, Crain's New York Business (2013)

Articles Published

Interviewed and wrote features on First Lady Michelle Obama, Drew Barrymore, Tom Ford, Julia Roberts, Riccardo Tisci, and Kerry Washington

Speaking Engagements

Speaker at SXSW Interactive Festival 2016
Regular lecturer at NYU's Summer Publishing Institute and School of Professional Studies
Presenter at Harvard Business School and Columbia University
Frequent panelist on topics including careers, fashion, and media