# Gabriel Bell

**EDITORIAL DIRECTOR · CONTENT STRATEGY · EDITORIAL STANDARDS AND OPERATIONS**

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## SUMMARY

Editor and editorial leader with more than 15 years setting voice, standards and strategy for national publications and brand partners. As managing editor of Collider (more than 40 million monthly readers), built the style guides, contributor briefs and QA systems that held more than 30 editors and 300 freelance contributors to one standard while user acquisition grew 78% year over year. Ran the culture desk at Salon, directed breaking news at Salon and Vocativ, and helped build Refinery29's branded content studio. Leads in plain English: explaining change, developing editors and protecting a publication's voice.

## CORE SKILLS

Editorial strategy and planning · Brand voice and style guides · Commissioning and line editing · Editorial operations and workflow design · Team leadership and editor development · Change communication and training · Product launches · Branded and partner content · Newsletter, homepage and headline programming · Audience analytics and SEO (Google Analytics, Chartbeat, SISTRIX) · Budgeting and forecasting · AI-assisted editorial production

## EXPERIENCE

### Managing Editor | Collider | 2022-2025

- Led editorial for a national entertainment publication with more than 40 million monthly readers; directed a global team of more than 30 editors and 300 freelance contributors, with full authority over commissioning, standards and final edits.
- Built the standards layer that held quality at scale: style guides, contributor briefs, QA processes and production workflows mapped by article type and editor capacity, which carried output from roughly 30 to 100-120 posts a day.
- Grew user acquisition 78% year over year (Google Analytics), active sessions 44% and SISTRIX search visibility 588% (6.40 to 44.01) in the first full year, through headline optimization and real-time audience feedback run inside the same standards systems.
- Restructured the newsroom into dedicated lanes, including a dedicated news team; breaking-news turnaround dropped sharply and features grew deeper. Hired and coached more than 10 editors.
- Directed coverage of the 2023 WGA and SAG-AFTRA strikes: set priorities, framing and style for the news desk, and trained the news director who made the minute-to-minute calls.
- Served as editorial lead on product launches, including a new front end, site modules and design refreshes: set editorial requirements, coordinated testing and team training, and led the newsroom through each launch.
- Ran the reviews program and line-edited columns and criticism while preserving each writer's voice; launched a weekly newsletter (streaming guide, new-release reviews, best-of-week links) that sustained about 30% open rates.
- Owned editorial budgeting, forecasting, resource allocation and dashboard reporting; partnered with product, design, video, data, marketing and corporate leadership. Integrated AI tools into production through prompts, templates and automated checks. Flagged sensitive stories for legal review and directed the resulting changes.

### Freelance Editor and Writer, Branded Content | 2020-2022

- Wrote and edited sponsored and branded content for publishers and brands, including Hearst Media brands such as Elle Decor.

**Commercial Editor | Surface Magazine** | 2019-2020

- Edited branded editorial projects for major brand partners at a publication built on institutional credibility in art, design and architecture, keeping commercial objectives separate from editorial voice.
- Translated advertiser objectives into contract-standard content without compromising tone or reader trust; directed cross-functional campaigns with editorial, design and sales.
- Managed multi-party approval cycles across creative, marketing, legal and client teams; aligned the editorial calendar with key industry events and chose print stories to adapt for digital.

**Culture Editor | Salon** | 2017-2018

- Ran the culture desk at a national progressive publication, treating culture coverage as an extension of political and social analysis; assigned essays and reported features and line-edited columnists and essayists while preserving their voices.
- Commissioned and edited investigative work, including an analysis showing that a year celebrated as a legal milestone for transgender Americans was statistically among their deadliest, and early reporting on police training that prioritized lethal force over de-escalation.
- Directed breaking-news coverage of the Manchester Arena bombing, the Las Vegas mass shooting and the 2018 State of the Union on solo breaking-news shifts.
- Grew culture vertical engagement 150% in six months (Chartbeat) by directing headline and visual optimization across homepage, newsletter and mobile app.

**News Editor | NYLON** | 2015-2017

- Expanded hard news, culture and society coverage at a publication previously focused on fashion and beauty, broadening its editorial scope and daily-news relevance.
- Edited and wrote daily news through the 2016 election cycle, making real-time calls on framing, prioritization and tone; coached junior editors and writers on reporting, CMS use and editorial standards.

**Homepage Editor | Vocativ** | 2014-2015

- Directed live breaking-news coverage for a national digital news platform, including Ferguson and the Charlie Hebdo attacks; served as final editor on duty across assigned shifts.
- Built a headline-testing and metadata optimization framework that drove 50% content growth and 75% year-over-year engagement growth; programmed the homepage and app front page in a 24/7 cycle.

**Staff Writer | Refinery29** | 2011-2014

- Joined as the branded content studio was being built and played a founding role in setting its rules and operations.
- Managed editorial execution of seven-figure branded campaigns for Target, Revlon and Ray-Ban across long-form, video, social, newsletter and UX formats; collaborated with sales on RFPs, pitch decks and campaign concepts.
- Wrote more than 1,200 editorial posts across culture, style and lifestyle during the publication's fastest growth period.

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## SELECTED BYLINES AND CLIENTS

**EDITORIAL** New York Magazine's The Cut, Fast Company, Domino, NYLON, New York Post

**COMMERCIAL AND BRANDED** Hearst Media, Assouline Publishing, Victoria's Secret

*Selected work: gabrielbell.com*

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## EDUCATION

Graduate study in philosophy, Columbia University

B.A. in liberal arts, Sarah Lawrence College (including a year at Wadham College, Oxford)