

TRACY MIDDLETON

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HEAD OF CONTENT • EDITORIAL DIRECTOR

Thoughtful editorial manager and leader with an expertise in data-based, strategic storytelling that engages readers and consumers across platforms. • Skilled at translating complex health and wellness ideas and information into digestible, engaging, actionable content. • Thrive in an organization and on a team that is committed to making a real difference in people's health and wellbeing.

SKILLS & DIGITAL TOOLS

Writing & Editing • Content Strategy • Digital Marketing • Content Marketing • Social Media Strategy • Branded Content Development • Licensing & Syndication Strategy • Partnership Development • SEO Strategy • Editorial Budget Management • Editorial Management & Talent Development • **Digital Tools:** WordPress • Parse.ly • Google Analytics • Slack • InCopy • InDesign • Trello • Asana

HONORS & DISTINCTIONS

Expert Guest, Cheddar TV • Team Award, National Magazine Award for Personal Service (2018) • Team Award, Best Magazine Feature, Newswomen's Club of New York (2017) • Team Award, National Magazine Award for Best Magazine Section (2017) • Presenter, Association of Health Care Journalists • Panelist, Global Wellness Summit • Avid runner, yogi, home cook, and returned ex-pat

MEDIA EXPERIENCE

BRAND DIRECTOR/EDITOR-IN-CHIEF, Yoga Journal, Outside Inc, Denver, CO (remote)

FEBRUARY 2020 - PRESENT

Manage the strategic content development for the world's leading yoga brand with a total audience of 23 million visitors per year across the bimonthly print magazine, daily website, social media platforms, and online learning platform.

- Launched premium digital membership that is on target to convert 10,000 members within its first year. Developed a live/on-demand video class program and a members-only pose library to drive member conversions and retention.
- Identified and over-shot growth targets for site traffic, increasing content output by more than 350% without impacting the budget.
- Strategically manage social media (3M users: 1M IG/2M FB) and newsletter strategy and development (100K users). Increased FB engagement by more than 30% in the past three months.

Highlight: Within the first year, leveraged SEO and analytics tools to maximize reach to target audiences. Increased time on page 62.5% YOY; decreased bounce rate by 26%.

EDITORIAL & CONTENT MARKETING CONSULTANT

January 2010 - PRESENT

Provide editorial and content marketing services for national brands, corporations, and publications with a speciality in health and wellness.

CONTENT MARKETING

- Research, write, and/or edit data-driven print and digital copy for healthcare clients such as **Elysium Health, University of Pennsylvania Center for High Impact Philanthropy, Atlassian, and Precision Nutrition.**

EDITORIAL

- Work on assignment for a variety of digital and print publications, including **Reader's Digest, Allure, Cosmopolitan, Good Housekeeping, Better Homes & Gardens, American Baby, Popular Science, Health Central, and 19 (UK).**
- Served as senior features editor at Hearst Magazines, editing print and digital content across titles such as **Runner's World and Bicycling.**

HEALTH DIRECTOR, *Women's Health* and WomensHealthMag.com, Rodale Inc., Emmaus, PA

DECEMBER 2012 - MARCH 2019

Oversaw direction of all health content for the world's fastest-growing women's magazine brand, which has an audience of more than 35 million global consumers. *Promoted twice from Senior Editor to Health and Features Editor and then to Health Director.*

- Wrote, edited, and/or edited thousands of pieces of data-driven and SEO-optimized health and wellness content for the print magazine and website, some of which drove the highest amount of traffic in the site's history.

- Cultivated cross-platform partnerships with leading health and wellness organizations including the **HHS National Office on Women's Health**, **National Alliance on Mental Illness**, **The Rape, Abuse & Incest National Network**, **It's On Us**, and **The Trace**.

*Highlight: Created revenue-driving initiatives and franchises including the industry-first **Women's Health FemTech Awards** which generated thousands of dollars in affiliate commerce revenue.*

ASSISTANT DIRECTOR OF MARKETING, *Cancer Today*, The American Association of Cancer Research, Philadelphia, PA

OCTOBER 2007 - DECEMBER 2012

Developed and executed successful multi-channel marketing campaigns for the consumer publication that reached cancer survivors, patient advocates, and caregivers for the AACR, whose mission is to prevent and cure cancer through research, education, and communication.

- Implemented marketing strategy that increased circulation by more than 250% within 10 months; developed marketing and subscription materials which increased open and click-through rates by more than 20% within 6 months.

Highlights: Successfully executed rebranding campaign. Launched new revenue streams including run-of-page advertising and retail sales partnerships with Barnes & Noble.

ADDITIONAL EXPERIENCE

Increased licensing revenue by 47% at **Maxim** (Dennis Publishing) as the international licensing manager and managed global marketing promotions with brands including **Adias**, **Sony**, and **Columbia Pictures**. • Served as managing editor of **Central PA Magazine** managing production schedules and supervising freelancers. • As Assistant Editor at **Men's Health (Rodale)** maintained the brand voice and strategy for 12 international editions. • Started career as an intern covering lifestyle and relationships at **Marie Claire Australia** (then Pacific Magazines).

EDUCATION

Boston University, Boston, MA — BS in English

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Le Cordon Bleu, London, England — Certificate in French Cuisine Techniques