

# Colette Bennett

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Seasoned editorial strategist with a record of crafting successful content strategies for major digital brands. Proven ability to develop engaging written materials, optimize for SEO, and ensure alignment with brand standards across platforms. Experienced at spearheading cross-functional projects and maintaining content calendars that drive engagement and growth. Adept at collaborating with teams, mentoring writers, and analyzing performance metrics to refine approaches for impact.

## ***Offering experience in:***

- **Major media organizations** including HLN, CNN, The Daily Dot, Playboy, and Yahoo.
- **Spearheading new concepts** and refocusing concepts at TheStreet, Playboy, and The Daily Dot
- **Impactful storytelling** drawn from experience as a published novelist and award-winning poet.

## **Professional Experience**

### **Freelance Editor, Commerce** TheStreet

July 2025–Present

### **Freelance Reporter, TheStreet**

April 2025–July 2025

THE ARENA GROUP | REMOTE

*A subsidiary of The Arena Group, TheStreet is a financial news and financial literacy website.*

Produced original commerce content across home and health categories while managing 4 writers, including approving story pitches and editing all output. Maintained and audited editorial calendar daily. Utilized story performance data to inform editorial strategy.

Contributed 3-5 breaking news stories daily—focused on finance, retail, technology, and culture—pitching story ideas daily, conducting research utilizing AI and other tools, strategizing headline format, and optimizing all stories for SEO performance.

- **Content Strategy & Development:** Developed and implemented content strategies aligned with business objectives, leading two of the site's top-performing writers to generate an average of **\$20-\$30K** in monthly revenue. As a reporter, I generated an average of 4 million pageviews and consistently ranked as one of the website's top-performing contributors.
- **Publishing Accolades:** Chosen to contribute two features on common financial scams affecting seniors in TheStreet's inaugural print magazine, debuting in October 2025.

### **Senior Content Editor, Playboy.com**

April 2024–March 2025

PLAYBOY | Los Angeles, CA/HYBRID

Sourced and produced original interviews; edited all content to ensure headlines, content, and SEO met editorial standards. Worked with social media team to produce social copy across Facebook, X, and Instagram. Designed and maintained editorial calendar; produced monthly traffic reports using Google Analytics and presented to shareholders. Managed 2 junior writers and 2 freelancers.

- **Collaborative Leadership:** Spearheaded relaunch of Playboy.com in a cross-functional collaboration with magazine relaunch and reinvigoration, introducing a more modern aesthetic championing women.
- **Storytelling:** Increased website traffic **650% YoY** in a collaborative effort with creator team and creators.

→ **Digital Content Strategy:** Grew Facebook and X traffic **250% YoY.**

**Senior Editor, Trending**  
THE ARENA GROUP | REMOTE

February 2022–April 2024

Sourced and produced original trending content, collaborating with social team to optimize post strategy on all platforms. Led daily meetings, weekly 1:1s, and yearly performance reviews for team of 6 FT reporters.

- **Team Management:** Built TheStreet's trending team from the ground up including hiring, training, mentoring, and guidance for newly created format—shorter articles on current issues, with links to additional information.
- **SEO:** Doubled website pageviews MoM for first 3 months of publication.
- **Audience Engagement & Growth:** Achieved an average of **7.5 million** pageviews each month, exceeding traffic goals by **400%**.
- **Succession Planning:** Trained and promoted team member to assume management of team.

**Senior Producer** (Contract role)  
YAHOO FINANCE | REMOTE

August 2021–February 2022

Pitched and produced 5-10 features weekly as part of newly formed trending news team. Wrote copy for daily production of The Yodel, Yahoo's flagship newsletter with 2.4 million readers.

- **Critical Thinking:** Increased open rate by **20%** for Yahoo Life newsletter by pitching and executing a major redesign.

**Senior Editor, Ecommerce**  
THE DAILY DOT | REMOTE  
*Digital media company covering culture of the Internet and the Web.*

January 2017–August 2021

Produced and managed sponsored placements across 3 brand newsletters; cultivated and managed sponsor relationships including Sam's Club, Verizon, and Hint Water. Managed team of 4 writers and 2 freelancers.

- **Revenue Growth:** Played key role in driving **\$1M** YoY revenue for the newly formed ecommerce team.
- **Relationship Management:** Generated **\$200K–\$300K** in quarterly revenue by forging mutually beneficial relationships with sponsors across retail, food & beverage, and tech.
- **Audience Engagement:** Developed and produced Welcome, Re-Engagement, and Winback templates for email marketing initiatives.

### Additional Experience

Senior Writer, The Daily Dot 2016-2017 | Writer, HLN 2013-2016 | Freelance Writer, CNN 2010-2012

### Education & Technical Skills

Coursework towards English degree, University of New Orleans

Microsoft Office Suite | Google Workspace | Google Analytics | WordPress | Slack | Trello | Parsley