

EMILY ANNE EPSTEIN

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Marketer. Strategist. Storyteller.

HEAD OF EDITORIAL, ASANA – New York, NY

2021 to Present

Enterprise project management software company on a mission to help the world's teams work together effortlessly.

Hired to overhaul the content department and evolve it from a support service to a strategic partner.

Management: Build and lead a global team of content strategists, writers, and editors across SEO, lifecycle, and demand generation to drive organizational change, implementing a growth mindset to deliver marketing excellence.

Voice & Tone: Increase efficiency and consistency by leading the development of brand and voice guidelines, editorial library and calendar, templates, and legal standards and ethics.

Data-driven Analysis: Continually measure and analyze data and strategy with partners to optimize assets, media spend, distribution, and budget to optimal channels.

Leadership: Educate leads and directors across the company on the full breadth of writers' skills and ideal partnership in the content development process.

Recruitment: Doubled size of editorial team in first six months while tripling output thanks to consolidated workstreams.

Co-creation: Work with Lifecycle, Revenue, Growth, and Product marketing leadership to distinguish multi-channel narrative and storytelling for highly competitive category.

My favorite accomplishments:

- **Broke pipeline and press records with thought leadership Anatomy of Work annual report**, landing more organic media (+208% YoY), impressions (+43% YoY), and pipeline (+119% YoY).
- **Launched The Workback Magazine** from scratch, transforming the corporate blog into a full-funnel media platform exploring the future of leadership.
- **Interviewed by The Cutting Room, Amplify, and Toolkits.com** podcasts on editorial strategy.

DIRECTOR OF CONTENT, NARCITY MEDIA – Montreal, QC

2019 to 2021

Journalism startup behind the largest network of local news websites in Canada.

Oversaw International expansion and transformation of editorial product from scrappy blog to award-winning media network.

Management: Trained and grew international editorial team from 11 to 65, inspiring new creative approaches both in-person and remotely across multiple geographies.

Systems Creation: Elevated brand guidelines, production best practices, copywriting style guides, and standards and ethics.

Cross-functional Alignment: Partnered with sales, product, and finance directors to serve audience and business growth.

Content Strategy: Guided voice and vision for editorial, studio, eComm, social, and video content.

Business Development: Launched emerging media initiatives including syndication, newsletters, and off-platform.

Localization & Global Audiences: Launched Spanish edition while overseeing French, English, and Global editions.

Roadmapping: Developed attack plans and timelines for new markets, platforms, and products.

Recruitment & Mentorship: Inspired and nurture creators with company-wide career development and training.

My favorite accomplishments:

- **Increased users from 9.5M to 23M** per month in the first six months.
- **Recognized by Radio Television Digital News Association** for editorial excellence.
- **Grew editorial ad revenue from \$500k to \$6M** through targeted content strategy.
- **Promoted twice in three years**, from Executive Editor to Editor in Chief, to Director of Content.

EXECUTIVE EDITOR, BUSTLE – New York, NY

2017 to 2018

Flagship feminist publication of BDG Media.

Spearheaded original reporting for national features and exclusives, earning Bustle primetime coverage from national television.

Management: Set tone and strategy for news team, comprised of 5 editors, 3 correspondents, and 20 writers.

Program Management: Overhauled production, research, reporting, and workflows with an eye for scalability.

Content Audits: Audited online editorial performance, benchmarking engagement and growth.

Video: Launched broadcast team, recruiting TV talent and landing spots on MSNBC, CNN, and more.

Thought Leadership: Created opinion section, assigning and editing pieces from voices like Sen. Elizabeth Warren, Gloria Steinem, Chelsea Clinton, and Karine Jean-Pierre, among others.

Public Speaking: Moderated panels at SXSW and VoteRunLead's 2018 Women's March event, and analyzed the news on broadcasts by BoldTV and Cheddar.

My favorite accomplishments:

- **Scaled across platforms**, tripling UPVs and growing audiences on Apple News and Flipboard
- **Executive produced *Latina to Latina***, a podcast, and *So Tell Me*, an interview video series

SENIOR EDITOR, THE ATLANTIC – New York, NY

2014 to 2017

Award-winning magazine exploring the perspectives powering the American Republic.

Brought on to revive news programs and then tapped to establish art direction strategy for new visual-driven website.

Creative Strategy: Defined and executed photography vision anchoring award-winning website redesign.

Vendor Management: Recruited and managed network of 40+ freelance photographers and illustrators.

Art Direction: Pitched, produced, and art-directed original photography, illustrations, and infographics.

Storytelling: Wrote Spotlight column, curated galleries for In Focus and oversaw daily picture editing.

Copyright Compliance: Created training programs on copyright, fair use, photography and image acquisition.

My favorite accomplishments:

- **Promoted after one year** as News Editor of Atlantic sister site The Wire.
- **Part of award-winning team** recognized by the American Society of Magazine Editors for Magazine of the Year and Digiday for Best Site Redesign.

MANAGING EDITOR, THE NEW YORK OBSERVER – New York, NY

2012 to 2014

Weekly newspaper chronicling the culture, real estate, media, politics, and entertainment industries of New York.

Produced weekly newspaper and daily website as part of core content leadership team.

Management: Ran 30-person newsroom, ensuring adherence to calendars and budgets.

Design: Oversaw celebrated redesign of newspaper, website, and high-profile special sections.

SEO: Trained staff in SEO, photo editing, headline writing, and social media best practices.

Research: Organized copy editing and fact-checking while coordinating with design and sales teams.

Site Launch: Launched NYO style section and wrote cover stories on fashion, food and metro.

Budgeting: Maintained web and print budget, negotiated freelance rates and drafted contracts.

Recruitment: Recruited talent for staff positions, special sections, branded content and sister publications.

ADDITIONAL EXPERIENCE

REPORTER, Daily Mail, 2012

MULTIMEDIA REPORTER, Metro New York, 2010 - 2012

BOARD MEMBER, Newswomen's Club of New York 2016-2019

EDUCATION

BARNARD COLLEGE

COLUMBIA UNIVERSITY

Bachelor of Arts in English Literature, Magna Cum Laude