

EMILY ANNE EPSTEIN

Brand Builder, Strategist, & Storyteller

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EXPERIENCE

HEAD OF EDITORIAL ASANA, 2021 – 2023

Enterprise project management SaaS company committed to helping teams work together effortlessly.

- Developed and executed a comprehensive narrative strategy to boost brand awareness, reputation, web traffic, product demand, and thought leadership.
- Broke pipeline and press records with Anatomy of Work global insights report, boosting earned media (+208% YoY), impressions (+43% YoY), and pipeline (+119% YoY).
- Built an omnichannel content playbook to support product launches, campaigns, and major company moments.
- Continually measured and analyzed data to optimize assets, distribution, and budget while overhauling legacy practices to deliver engaging cross-platform content.
- Transformed the Content department from a support service to a strategic partner while doubling team size.
- Led the development of brand and voice guidelines, editorial library, and calendar for blog posts, customer stories, guides, reports, emails, ad copy, SEO, and demand generation programs.
- Worked with Brand, Revenue, Growth, and Product leaders to distinguish messaging in highly competitive category.

DIRECTOR OF CONTENT NARCITY, 2019 – 2021

North America's largest network of local media websites for Millennials.

- Oversaw evolution of editorial brand from local blog to award-winning media network.
- Increased monthly users from 9.5M to 23M in six months and grew editorial revenue from \$500k to \$6M in two years.
- Developed attack plans and timelines for new markets and products, benchmarking engagement and growth.
- Pioneered emerging media initiatives, including syndication, podcasts, marketplace, newsletters, and off-platform.
- Launched studio, eComm, social, and video departments, directing vision and strategy.
- Overhauled workflows with an eye toward efficiency and scalability while inspiring novel creative approaches through career development and training.
- Launched Spanish edition while overseeing French, English, and Global editions, growing team from 11 to 65.
- Developed and elevated brand guidelines, production best practices, copywriting style guides, and ethics.
- Earned two promotions in three years, from Executive Editor to Editor in Chief to Director of Content.

EXECUTIVE EDITOR BUSTLE, 2017 – 2018

Flagship feminist publication of BDG Media that tells relatable stories for real women.

- Spearheaded original reporting for national features and exclusives, earning Bustle coverage from national TV.
- Created real-time analysis section, assigning and editing opinion pieces from voices like Sen. Elizabeth Warren, Gloria Steinem, Chelsea Clinton, and Karine Jean-Pierre.
- Set strategy for a news team comprising 5 editors, 3 correspondents, and 20 writers, leading daily coverage, calendar, budgeting, brainstorming, and data-focused analysis.
- Launched broadcast team, recruiting TV talent for primetime spots on MSNBC, CNN, and PBS.
- Moderated panels at major national conferences and was featured as a news analyst on broadcast programs.
- Executive produced Latina to Latina podcast and So Tell Me interview video series.

SENIOR EDITOR THE ATLANTIC, 2014 – 2017

Award-winning magazine exploring the perspectives that power the American republic.

- Defined and executed photography vision anchoring award-winning website redesign.
- Recruited and managed network of 40+ vendors, including photographers, illustrators, writers, and multimedia artists.

SENIOR EDITOR THE ATLANTIC, 2014 – 2017 (cont.)

- Pitched, produced, and art-directed original photography, illustrations, infographics, and interactive media.
- Led training programs on visual storytelling, copyright, fair use, and image acquisition.
- Created and wrote photo criticism column while overseeing daily picture editing.

MANAGING EDITOR THE NEW YORK OBSERVER, 2012 – 2014

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

- Oversaw celebrated redesign of print, digital, and high-profile special sections.
- Produced weekly newspaper and daily website as part of content leadership team.
- Ran 30-person newsroom, ensuring adherence to calendars and budgets.
- Launched style section and wrote cover stories on fashion, food, and real estate.
- Trained staff in SEO, photo editing, fact-checking, copy editing, headline writing, and social media best practices.
- Maintained web and print budget, negotiated freelance rates, and drafted contracts.

REPORTER DAILY MAIL, 2012

MULTIMEDIA REPORTER METRO NEW YORK, 2010 – 2012

FREELANCE PHOTOJOURNALIST VARIOUS OUTLETS, 2007 – 2010

Published in The New York Times, Time Out, Newsweek, TIME, NewsDay, Slate, The Daily News, The Village Voice, Der Spiegel, The New York Post, Getty Images, The Wall Street Journal, The Chicago Tribune, National Geographic, La Nacion, and The Sydney Morning Herald.

EDUCATION

BARNARD COLLEGE COLUMBIA UNIVERSITY, B.A. in English, Magna Cum Laude

AWARDS & HONORS

ASME MAGAZINE OF THE YEAR

THE ATLANTIC

DIGIDAY BEST REDESIGN

THE ATLANTIC

BRITISH PRESS AWARD

DAILY MAIL

RADIO TELEVISION DIGITAL NEWS ASSOCIATION

NARCITY

PUBLICITY

As a sought-after speaker, I've moderated panels for SXSW, VoteRunLead, and the Chute Visual Revolution Summit. I've also appeared on BoldTV and Cheddar and I have been interviewed by several outlets about my content programs.

LIVE EDITS WITH THE MASTERS OF CONTENT

THE CUTTING ROOM

MOVING WORK FORWARD WITH ASANA HEAD OF EDITORIAL

AMPLIFY TALENT PODCAST

HOW ASANA IS FUTURE-PROOFING ITS CONTENT ORGANIZATION

TOOLKITS