

Propelling Content Excellence: From Authentic Storytelling to Influential Brand Leadership

Global Editorial Expert | Big-Picture Thinker | Innovation Champion | Organic Mentor

Global editorial executive with an accomplished history of leading transformative content, digital media, and editorial strategies for industry giants such as Asana, Narcity Media, Bustle, and The Atlantic. Renowned for fresh approaches, launching novel content platforms, and orchestrating strategic campaigns that accelerate brand awareness and digital engagement. Acclaimed for innovatively crafting and executing content strategies, redefining digital landscapes, and mentoring powerhouse teams to guide brands to unparalleled industry prominence.

LEADERSHIP HIGHLIGHTS

- Spurred brand recognition and audience engagement with popular content campaigns and award-winning website redesigns.
- Stirred up the corporate blog sphere and etched new content delivery benchmarks by launching 'The Workback Magazine.'
- Won prestigious accolades, including recognition from Digiday, the British Press Awards, and the Newseum.
- Content thought leader, frequently spotlighted on leading podcasts and media interviews for inventive insights.
- Celebrated for a distinct mentorship style that's direct and empathetic, nurturing teams to reach their peak potential.
- Raised brands to the pinnacle of their industry. Grew Narcity Media from a modest blog into Canadian media powerhouse.

EXPERIENCE

Head of Editorial | Asana, New York | 2021 to 2023

Shaped Asana's content journey with data-driven strategies to sculpt narratives that resonated and engaged with audiences. Pioneered strategic initiatives that uplifted brand awareness and revolutionized the content organization from a mere supportive backdrop to a leading-edge strategic center, and optimized for peak performance across channels.

Digital Storyteller: Elevating Brand Narratives & Pioneering Multichannel Engagement

- **Brand Excellence:** Amplified brand awareness, drove product demand and positioned Asana as a definitive thought leader. Ideated a holistic content strategy, brand and voice guidelines, fortified SEO, and orchestrated demand generation programs.
- **Record-breaking Outcomes:** Garnered unprecedented press attention and lead generation with 'Anatomy of Work' global insights report - earned media +208% YoY, impressions +43% YoY, and pipeline growth +119% YoY
- **Omnichannel Playbook:** Curated an all-encompassing content strategy, ensuring cohesive and impactful narratives across thought leadership initiatives, product launches, demand generation campaigns, and major company milestones.
- **Data-Driven Optimization:** Championed a collaborative culture of continual analysis to refine assets, maximize budget allocation, and deliver stellar cross-platform content that resonated, engaged, and delivered against KPIs.
- **Strategic Transformation:** Doubled team size and evolved the content team from a supporter role to a core strategic partner.
- **Full-Funnel Content Architect:** Transformed a traditional blog into 'The Workback Magazine,' a holistic media sub-brand. Redefined platforms by integrating top, middle, and bottom-of-the-funnel approaches for comprehensive customer journey.

Director of Content | Narcity Media, Montreal | 2019 to 2021

Strategized and governed the meteoric evolution of a budding local blog into one of Canada's most acclaimed media networks. Seamlessly melded editorial prowess with business acumen, shaped narratives that resonated with millions, and laid robust strategic groundwork for international expansion. Earned two promotions in less than three years.

Content Visionary: Transforming Local Narratives into Global Media Powerhouses

- **Astonishing User Growth:** Amplified monthly user engagement from 9.5M to a staggering 23M within six months.
- **Strategic Expansion:** Drafted and executed expansion blueprints, diving deep into new markets and pioneering innovative media channels - from syndication to podcasts and beyond.
- **Content Renaissance:** Oversaw the birth and boom of diverse departments, from the brand studio to eComm to video, infusing each with a distinct vision and robust strategy that reverberated with global audiences.
- **Global Content Strategy:** Spearheaded the launch of a Spanish edition while seamlessly orchestrating content across multiple linguistic territories - French, English, and Global versions. Grew the team from 11 to 65.
- **Brand Consistency:** Architected brand DNA with refined editorial guidelines, copywriting style tenets, and ethical standards.
- **Revenue Architect:** Skyrocketed ad revenue from \$500K to an impressive \$6M through a strategic content approach.

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Executive Editor | Bustle Digital Group, New York | 2017 to 2019

Elevated the brand to unparalleled national prominence and secured features on elite broadcasting platforms. Blended editorial prowess with strategic foresight to deliver compelling narratives and introduce content innovations that echoed with millions.

Visionary Executive Editor: Amplifying Narrative Excellence & Digital Reach

- **Public Recognition:** Directed Bustle's editorial vision at national conferences and on prestigious broadcast programs. Founded original features and exclusives to gain coverage from premium media brands.
- **Voice of Authority:** Fortified Bustle's status as a thought leadership platform by launching a real-time analysis section that attracted contributors like Sen. Elizabeth Warren, White House Press Secretary Karine Jean-Pierre, and Chelsea Clinton.
- **Strategic News Leadership:** Elevated the brand's journalistic acumen by helming a robust news team and directing a synchronized flow of content, budget management, and data-centric initiatives.
- **Broadcast Innovator:** Initiated a broadcast arm, handpicked and introduced TV stalwarts on MSNBC and CNN.
- **Digital Maestro:** Grew Bustle's digital footprint, tripled unique page views, and expanded audiences on platforms like Apple News and MSN. Executive produced popular digital assets like the 'Latina to Latina' podcast and 'So Tell Me' video series.

Senior Editor | The Atlantic, New York | 2014 to 2017

Synthesized design, content, and media strategies by merging storytelling and visuals. Managed a robust network of over 40 freelance talents, oversaw an award-winning website redesign, and positioned the brand as a visual storytelling behemoth. Recognized and promoted for expertly managing the merger with The Atlantic's sister site, The Wire.

Trailblazing Senior Editor: Crafting Vivid Narratives & Enhancing Visual Brand Identity

- **Visual Mastery:** Conceived and implemented a cohesive photography vision that clinched an award-winning redesign.
- **Team Leadership:** Unified a consistent visual narrative across platforms with 40+ photographers and illustrators.
- **Visual Narrative:** Ideated and produced original photography, infographics, and illustrations that anchored the brand's visual signature. Expertly negotiated image contracts to safeguard company rights.
- **Training & Mentorship:** Conceptualized and delivered a holistic training program, enlightening editors and writers on visual best practices, copyright intricacies, and image acquisition.
- **Industry Representation:** Positioned organization as a thought leader by representing the company across global conferences, portfolio reviews, and competitions.

Managing Editor | The New York Observer, New York | 2012 to 2014

Reinvigorated a traditional newsroom, transitioning it into a digital-first era. Commanded a dynamic 30-person team, introducing innovative rebrand and upheld the evolution of editorial standards for a modern readership. Skyrocketed engagement by restructuring the internship program and emphasizing agile blogging. Reimagined brand across print and digital platforms.

Earlier Roles:

Reporter | MailOnline, New York | 2012

Multimedia Reporter | Metro US, New York | 2009 to 2011

Photojournalist | Various Outlets, New York | 2007 to 2009

NON-PROFIT LEADERSHIP

Advisor | Audience Plus | 2022 to Present

Board Member | Newswomen's Club of New York | 2016 to 2019

EDUCATION

Bachelor of Arts in English Literature, Magna Cum Laude | BARNARD COLLEGE | COLUMBIA UNIVERSITY

(Magna Cum Laude, Dean's List, Barnard Bulletin, Columbia Daily Spectator, Postcrypt Art Gallery, Resident Assistant)