

Brand Architect | Content Strategist | Organic Mentor | AI Innovator

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

EXECUTIVE EXPERIENCE

Director of Content | Sigma, New York | 2024 to Present

Lead the transformation of Sigma's brand narrative across content, social, and campaign strategy. Partner with product, design, and marketing to build systems that scale creative output and strengthen strategic alignment.

Brand Leader: Merging Editorial Strategy with AI-Integrated Execution

- **Brand Architecture:** Repositioned Sigma's voice and identity to reflect its evolution from BI to generative intelligence, crafting a cohesive editorial strategy across digital channels and internal touchpoints.
- **AI Integration:** Operationalized AI-assisted workflows for campaign development and content creation, enhancing team speed and creative exploration without compromising quality.
- **Cross-Functional Creative:** Built collaborative processes that connect storytelling to business outcomes—supporting product launches, demand gen, and internal brand behavior.
- **Team & Systems Builder:** Hired and led a high-performing creative team, introducing scalable editorial systems, review processes, and voice guidelines that elevate output across functions.

Director of Content | Asana, New York | 2021 to 2023

Shaped Asana's content journey with data-driven strategies to sculpt narratives that resonated and engaged with audiences. Built brand awareness and strategic initiatives to optimize for peak performance across channels. Drove cross-functional collaboration by working with diverse leaders to build strategic consensus.

Digital Storyteller: Elevating Brands & Pioneering Multichannel Engagement

- **Brand Excellence:** Amplified brand awareness, drove product demand, and positioned Asana as a thought leader par excellence. Ideated a holistic content strategy, established brand and voice guidelines, fortified SEO, and orchestrated demand generation programs.
- **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 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 a comprehensive customer journey.

Director of Content | Narcity Media, New York | 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 2 promotions in less than 3 years.

Content Visionary: Scaling & Creating a Global Media Powerhouse

- **Astonishing User Growth:** Amplified monthly user engagement from 9.5M to a staggering 23M within 6 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 social media 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, including 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.

Executive Editor | Bustle Digital Group, New York | 2017 to 2018

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 introduced content innovations that echoed with millions.

Industry-Leading Executive Editor: Amplifying Thought Leadership & Digital Reach

- **Public Recognition:** Directed Bustle's editorial vision at national conferences and on prestigious broadcast programs. Founded original features and exclusive packages 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 Editorial Leadership:** Elevated the brand's journalistic acumen by helping a robust news team and directing a synchronized flow of content, budget management, and data-centric initiatives.
- **Broadcast Innovator:** Initiated a broadcast arm, hand-selecting and introducing 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 freelance talent and vendors, 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:** Created 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 the 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 rebranding and upholding the evolution of editorial standards for a modern readership. Skyrocketed engagement by restructuring the internship program and emphasizing agile blogging. Reimagined brand presence across print and digital platforms.

Earlier Roles:

Multimedia Reporter | Metro US, New York | 2010 to 2012

Photojournalist | Various Outlets, New York | 2007 to 2009

BOARD LEADERSHIP

Advisor | Audience Plus | 2022 to 2023

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

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

AWARDS

Won prestigious accolades, including recognition from Digiday, the American Society of Magazine Editors, the British Press Awards, and the Newseum.