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## EXPERIENCE

### EDITORIAL CONSULTANT/CONTENT STRATEGIST

**Write Direction Media** | NYC, Berlin, London, Amsterdam  
[www.writedirectionmedia.com](http://www.writedirectionmedia.com)

April 2012 to present

I provide content, SEO and social media strategy; editorial and content marketing consulting; brand communication; and writing and editing services in the U.S. and Europe to companies including Philips Healthcare, Fodor's Travel, Forbes Travel, USA Today, Lifescript and other consumer brands. I've also worked with agencies including BCGDV, frog and VMLY&R.

Some highlights:

- \* **BCG Digital Ventures:** I led content strategy and editorial for the digital relaunch of a global fragrance brand.
- \* **Philips Healthcare:** I was the managing editor for Philips' long-form social content, including trend stories on the Philips' *Innovation Matters* blog, Medium and Exposure, out of their Amsterdam headquarters.
- \* **VMLY&R:** I led content strategy and copywriting for Optum Health's new branding strategies and multiple site launches.
- \* **GE Healthcare:** Working with the agency frog, I was the main content strategist and copywriter on the "Picture a Healthy World" campaign to promote increased consumer awareness of GE Healthcare through a digital and offline product launch.
- \* **NewYork-Presbyterian:** I was the sole content strategist and copywriter for a prominent robotic surgeon's website.
- \* **iHealthSpot:** I consulted on content strategy and copywriting for health professionals' and hospitals' sites across the US.

### CONTENT CONSULTANT / REGIONAL EDITOR

**Google** | Berlin, Germany

[www.google.com/travel](http://www.google.com/travel)

Nov. 2018 to May 2019

I worked with an international team to expand the global content for a travel experiences website and app from Google's Area 120 incubator, now folded into Google Travel.

### TEAM LEAD, CONTENT / EDITOR IN CHIEF

**Zalando** | Berlin, Germany

[www.zalando.de](http://www.zalando.de)

Jan. 2018 to July 2018

As a key member of the Brand Marketing group at Europe's largest e-commerce fashion company, I was responsible for managing an international team of 25+ who created content in multiple languages not only for the website's content hub, but also for marketing campaigns, offline marketing and Berlin's Bread and Butter fashion event. I also created the overall strategy and processes for increasing the quality and visibility of Zalando's content offerings (including articles, video and social channels).

### EDITORIAL DIRECTOR

**The Center for Medical Weight Loss** | New York, NY

[www.centerformedicalweightloss.com](http://www.centerformedicalweightloss.com)

Dec. 2009 to April 2012

I led all editorial functions for The Center for Medical Weight Loss, a start-up run by former Weight Watchers executives, where I created a content strategy for both online and offline media, including e-newsletters, social media, hundreds of original recipes and a packaged food launch. I also developed and managed the content strategy for three website launches, including sites directed to both consumers and physicians.

### EXECUTIVE EDITOR

**Everyday Health** | New York, NY

[www.everydayhealth.com](http://www.everydayhealth.com)

Dec. 2007 to Dec. 2009

I was responsible for the editorial strategy and operations of one of the top U.S. consumer lifestyle sites, with 28 million monthly visitors and 300+ million monthly page views. I managed a team of 20+ editors and producers, 400+ original articles per month, social media strategy (including 80+ bloggers) and sponsored content packages.

### ONLINE EDITORIAL DIRECTOR

**Lucky Magazine (Condé Nast)** | New York, NY

Dec. 2006 to Dec. 2007

I managed digital content strategy, process, development and implementation for a top U.S. fashion magazine, *Lucky*. I was responsible for managing a cross-functional digital team to produce high-quality content that extended the Lucky brand while increasing site traffic, magazine subs, and marketing and sponsorship opportunities. I also spearheaded a site redesign that included revamped shopping guides to more than 20 cities, which resulted in 150 percent growth of site traffic.

### MANAGING EDITOR

**Everyday Health** | New York, NY

Dec. 2003 to Dec. 2006

Besides overseeing this online self-help publishing company's most successful consumer lifestyle product, The South Beach Diet Online, I managed the content strategy and content teams for well-known lifestyle brands including the Denise Austin Fit Forever! and Dr. Laura Berman Passion Prescription sites. I also created the 4.5-million circulation South Beach Diet daily e-newsletter, including original recipes, and acted as the executive editor of the related monthly print newsletter.

### SENIOR EDITOR

**iVillage** | New York, NY

[www.ivillage.com](http://www.ivillage.com) (now [www.today.com](http://www.today.com))

Jan. 2002 to Dec. 2003

I was responsible for content creation and acquisition, editorial planning and strategic partnerships for the Health channel of iVillage. I wrote and edited digital copy and worked with teams of designers, engineers and salespeople to optimize the marketing, functionality and usability of the content.

### SENIOR CHANNEL MANAGER

**WebMD** | San Francisco, CA

[www.webmd.com](http://www.webmd.com)

March 1999 to October 2001

As a senior manager for the largest consumer health site on the Web, I managed the workflow and enhancements on WebMD's wellness-related areas including Food and Nutrition, Women's Health, Men's Health, Sports and Fitness, and Parenting and Pregnancy. I developed, assigned and edited weekly features in these channels and also supervised a team of 10 in-house editors and 100+ freelance editors and writers.

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### ADDITIONAL PUBLISHED WORKS

**Michelin Green Guide:** Alsace, Lorraine, Champagne 2020

(writer/researcher); **Fodor's Travel Guidebooks:** Amsterdam 2013, 2016, 2018 & 2021; Berlin City Guide 2020; Germany 2015 & 2019; Italy 2015—2021 (annual updates); Portugal 2015, 2017 & 2020; Switzerland 2015 & 2018 (researcher/writer/editor); **Rough Guides:** Spain 2018 (editor); **Condé Nast Traveler**, **Time Out International** (contributing writer/editor); **The Duke Diet** (Random House, contributing editor); **The South Beach Diet Quick & Easy Cookbook** (Rodale, contributing writer).

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### EDUCATION

Northwestern University

Medill School of Journalism, Evanston, IL

Masters and Bachelors of Science in Journalism

Wine and Spirits Education Trust (WSET): Intermediate and Advanced Certificates in Wine Studies, with distinction