

IN SHORT

I'm a brand and content leader who loves to make things on the internet and drive creative teams. I've held leadership positions at groundbreaking tech companies like Wix (NASDAQ: WIX) and InVision, and disruptive media platforms like Refinery29 and HuffPost. When speaking to my teams, my most overused phrase is "put all your love into it," which means make it easy, joyful and action-oriented for the user.

SKILLS + EXPERTISE

GENERAL: Branding and Identity; Web Content Writing and Editing; Web Design; Social Media Communications; Video Editing; Strategic Thinking; Managing Large Teams

NOT SO GENERAL: Leading with Enormous Emotional Intelligence; Inspiring Creative People with Directness and Imagination

IN DEPTH

Wix | New York, NY | 2020 - 2024

VP, Brand, Content and Design

- I led an international team of content marketers, designers, script writers and social media producers to tell brand stories across all platforms that launched customer journeys into Wix.
- I critiqued every asset we created to amplify the story, writing, editing, branding and design - my teams and I reviewed performance data weekly and together, we found fresh ways to improve our connection to the customer.
- In 2023, our brand recognition and business hit an all-time high, allowing us to reallocate tens of millions of acquisition dollars into other marketing efforts. My brand, content, design and social teams played a huge role in this development.

InVision | New York, NY | 2019 - 2020

VP, Brand and Content

- Led an international team of content marketers and designers to create brand campaigns, podcasts, blogs, books and social media assets to promote InVision design software.
- At the time, InVision was known for rich content that educated and inspired screen designers. I edited the renowned *Design Better* podcast and two films, *Transformation by Design* and *Squads*.

Apartment Therapy Media | New York, NY | 2017 - 2019

Chief Content Officer

- Led content teams for both Apartment Therapy and The Kitchn and developed e-commerce content and infrastructure for both sites.
- Apartment Therapy and Kitchn were beloved blogs that during my time there, evolved into well-designed, revenue-generating web sites with an award-winning cross-platform presence.

SHE Media | New York, NY | 2016 - 2017

Chief Content Officer

- Led a team of editors, designers and social media producers to create content across a large network of women's media sites: Sheknows, Stylecaster, HelloFlo, and Blogher.

Refinery29.com | New York, NY | 2013 - 2016

Executive Vice President, Editorial Operations

- Led a large newsroom that during this time, produced 90 stories a day and disrupted women's media across all platforms.

The Huffington Post | New York, NY | 2012 - 2013

GM, Life & Style

- Developed branded content for several women's verticals when HuffPost was a groundbreaking platform acquired by AOL.

Conde Nast | New York, NY | 2007 - 2012

Executive Director, Web Development

- Advised Editor-in-Chiefs on how to develop content for distribution across the internet. I also ran a blog network that drove traffic into all the Conde Nast women's brands.

Rachel Ray Every Day | New York, NY | 2006 - 2007

Executive Web Editor

- Led content development for the magazine's website.

EARLIER EXPERIENCES

Alloy Media and Marketing | New York, NY
Vice President, Content Development

Seventeen | New York, NY
Entertainment Editor

Allure | New York, NY
Staff Writer

Esquire | New York, NY
Editorial Assistant

HarperCollins | New York, NY
Editorial Assistant

UNIVERSITY

University of Maryland | College Park, MD
Bachelor of Arts, English Literature

RECOGNITION

Webbys: Best Instagram, Apartment Therapy (2018); Best Health Site, HelloFlo (2017)

ENJOY

Bio-hacking; indie perfumes; and documentaries about creative people who peaked in the 1970's

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