

## EXPERIENCE

### Freelance 2018 to 2019

PROJECT MANAGER  
EDITOR + WRITER  
CONTENT MARKETER  
RESEARCHER

- **VIACOM** managed content migration for company-wide site relaunch and wrote and created CMS orientation guide for new employees. + Translated in-house firm **Velocity's** brand-focused research into actionable articles.
- **MODERNIZE** wrote **homeowner-** and **contractor-**focused home improvement explainers and guides for conversion.
- **MITCHELL INSTITUTE** edited defense-focused research studies and **policy papers**.
- **DEBT.COM** wrote personal **finance stories** based on industry trends and studies.

### NBC News

nbcnews.com

Tracking the success of TODAY's commerce efforts, joined the online news site to define, shape, and bolster its own way into commerce editorial.

COMMERCE EDITOR

Sept. 2019 to present

### The Daily Beast

thedailybeast.com

Joined the Daily Beast's commerce editorial vertical Scouted as the team's first strategist to help foster a more data-driven approach to organic editorial coverage, establish workflow, pursue brand partnerships, and identify new opportunities for revenue growth.

COMMERCE EDITORIAL  
STRATEGIST

Jan. 2019 to Sept. 2019

- Saw near quadrupling of average monthly revenue
- Created workflows to open new opportunities for editorial planning and KPI analysis
- Regularly negotiated increased CPAs and closed on limited and special paid opportunities
- Identified, pitched, wrote, and edited dozens of stories a week, and built them — from scratch to site.

### Air Force Magazine

airforcemag.com

Hired to take over the management of and creation of an annual military almanac based on in-depth research and data analysis. Secondly, wrote for the magazine and managed segments of its digital platforms, and ran irregular special projects for the magazine. My role evolved away from the almanac and into digital platforms over my five years there.

EDITORIAL CONSULTANT

July 2018 to Sept. 2018

DIGITAL EDITOR

Jan. 2017 to July 2018  
PROJECT MANAGER

Oct. 2013 to Dec. 2016

- Led creation and implementation of digital best practices, including training and resource guides for: editorial workflow, operations, advertising practices, onboarding, and content strategy
- Managed 85-percent site traffic increase and created Instagram and LinkedIn properties
- Managed publication of 2014, 2015, 2016, 2017 and 2018 Air Force Almanacs
- Co-led 2013 site redesign and led initial 2020 site redesign
- Wrote, edited, and proofread daily online and monthly print stories

### South Florida Gay News

sfgn.com

Came in as alt weekly's first full-time news editor to build up investigative and news-driven content to complement its entertainment coverage.

MANAGING EDITOR

June 2012 to July 2013

NEWS EDITOR

March 2012 to June 2012

- Managed editorial and creative production of weekly 100-page-plus issues
- Supervised editorial and design staff
- Liaised with ads, editorial, art, and web departments, and publisher
- Led workflow overhaul for content operations, enabling first ever strategic endeavors
- Wrote, edited, and proofread daily online and weekly print articles
- Recruited, trained, and managed 12-15 freelancers nationally

## AFFILIATIONS

### Society of Professional Journalists

spj.com

2011 to 2019

Served as chair of the **National FOI Committee**, director of the **DC Chapter**, executive VP of the **Florida Chapter**, and a director of the **National Board**.

- Co-ran Will Write for Food, an annual SPJ-sponsored journalism program on covering homelessness
- Founded SPJ-sponsored programs **Zombie Stories** and **Death Race**, and coordinated programs **First Amendment Free Food Festival** and **One Night Stand**
- Judged first and each iteration of SPJ's **Kunkel Awards**, first-of-its-kind videogame journalism awards program

## SKILLS

### Pro

- Commerce Editorial, Google Apps (Drive, Docs, Sheets, Keep, Slides, Forms, Search Console, Analytics, Search Console), Slack, Airtable, Hootsuite, Facebook, Twitter, Instagram, Reddit, LinkedIn, SharePoint, BlinkPlan, SEO, FOIA, Adobe Creative Suite (InDesign, Photoshop, Acrobat, Spark), WordPress, Office Suite, Trello

### Personal

- Amateur food photography, fluent Hebrew, improv, rugby

## AWARDS + MISC.

### Awards

- SPJ Deadlines Awards: Infographic, First Place, 2017

### Speaking Engagements

- Associate Collegiate Press, 2013-2018 | New York | Dallas | Chicago | New Orleans
- College Media Advisers, 2013-2019 | New York
- MediAtlanta, 2012 | Atlanta
- Founding judge of SPJ's **Kunkel Awards**, 2015-2019

## EDUCATION

### Florida Atlantic University

- Major Communications
- Minor Political Science