

Irina Gonzalez

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Professional Experience

freelance writer & editor

May 2007-present

- Focus primarily on food, healthy living, relationships, travel and cultural identity

Romper, Bustle Digital Group

Lifestyle Writer

May 2017-present

- Write 2-3 stories per writing shift under Lifestyle vertical with parenting/millennial focus

Brit+Co, Brit Media, Inc.

Freelance Food Editor

December 2015-present

- Manage freelance writers, accept and edit pitches, assign stories and edit/publish weekly
- Assist ME with overseeing daily editorial calendar coordination cross departments
- Work with publicists to coordinate coverage of food news and other relevant content

SheKnows.com, SheKnows Media

Food Editor

August 2014-April 2015

- Oversaw all food editorial content including daily trending stories and original recipes
- Edited all stories to ensure quality of content, good photography and adherence to style guide
- Coordinated with video team for weekly series and collaborated with SEO team to optimize

Latina.com & The Latin Kitchen, Latina Media Ventures

Digital Audience Development & Marketing Manager

February 2013-July 2014

- Created social media strategy for Latina.com and The Latin Kitchen, grew by 65% and 90%
- Pitched, wrote and edited content on a weekly basis, reported on and attended events
- Established exclusive and weekly content distribution partnerships with other media outlets

MamásLatinas, CaféMedia (formerly CaféMom)

Staff Writer

January 2012-February 2013

- Wrote 6 stories a day, with a focus on Food & Recipes and Health & Fitness sections
- Assisted managing editor in creating SEO headlines and best strategies for meta data
- Created key Facebook practices for Recetas Latinas, Latin Recipes, Latinas Losing Weight

Family Circle, Meredith Corp.

Online Editorial Assistant

December 2010-January 2012

- Edited monthly magazine content to be SEO-compatible and work-flowed it to the web
- Increased Facebook fans from 20k to over 100k and doubled the number of Twitter followers
- Started very successful weekly Slow Cooker Chats on Facebook with food editor

InStyle, Time Inc

International Coordinator

November 2007-November 2010

- Negotiated with publicists and photographers to ensure use of exclusive celebrity content
- Conducted marketing research, oversaw workflow and revised layouts for brand adherence

Education

New York University, Bachelor's in Journalism & Dramatic Literature, cum laude (May 2007)

- Magazine Internships: Latina, Good Housekeeping, SELF, People

Media Bistro, Digital Journalism Certificate (March 2011) & Food Writing (November 2011)

Institute of Integrative Nutrition, Certified Health Counselor (December 2011)

Skills

Expert knowledge of SEO & SMO best practices for Facebook, Twitter, Pinterest, Instagram, etc. Training in HTML, Adobe, Photoshop and Google analytics; fluent in Spanish and Russian