

**Irina Gonzalez**  
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### Professional Experience

*Editor and Freelance Writer*

May 2007 - present

- Covering sobriety, parenting, Latinx culture, and all things lifestyle

**The Temper**, Tempest

*Managing Editor*

March 2019 - present

- Oversee the editorial calendar and long-term strategy, as well as develop/champion the voice and POV
- Manage a network of freelance writers, hire/train new writers, create and assign story ideas, edit content
- Manage the site's freelance budget and analyze traffic reports to implement growth strategies

**21Ninety**, Blavity, Inc.

*News Editor*

April 2018 - Oct. 2018

- Assigned stories, edited and published daily news content on health and wellness for women of color

**Brit+Co**, Brit Media, Inc.

*Freelance Editor*

Dec. 2015 - Jan. 2018

- Managed freelance writers, accepted pitches, assigned stories and edited/published weekly
- Assisted Managing Editor with overseeing daily editorial calendar coordination across departments

**SheKnows.com**, SheKnows Media

*Food Editor*

Aug. 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*

Feb. 2013 - July 2014

- Created social media strategy for Latina.com and The Latin Kitchen, grew by 65% and 90%
- Worked with Digital Director to oversee publicist relationships and various content partnerships

**MamásLatinas**, CaféMedia (formerly CaféMom)

*Staff Writer*

Jan. 2012 - Feb. 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

**Family Circle**, Meredith Corp.

*Online Editorial Assistant*

Dec. 2010 - Jan. 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

**InStyle**, Time Inc

*International Assistant*

Nov. 2007 - Nov. 2010

- Assisted International Director with all duties, including marketing research and celebrity negotiations

### Education

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

- Magazine Internships: Latina magazine, 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  
Training in HTML, Adobe, Photoshop and Google analytics; fluent in Spanish and Russian