

Irina Gonzalez
<http://irinagonzalez.com>

347-219-6297
ms.irina.gonzalez@gmail.com

Professional Experience

IrinaGonzalez.com

Editor and Freelance Writer

May 2007 - present

- Writing covers parenting, recovery, Latinx culture, and lifestyle topics
- Have written for over 50 publications and published 100 personal essays
- Bylines include *The Washington Post*, *Parents* magazine, *OprahMag.com*, *Glamour*, *Marie Claire*, *Women's Health*, *Prevention*, *VICE*, *HuffPost*, *Bustle* and *Romper*, *The Kitchn*, *Good Housekeeping*, *Greatist*, *Healthline*, *Mom.me*, *them.*, *HipLatina*, *Simplemost*, *Ravishly*, *FIERCE* by mitú and mitú, *Oxygen*, *Eat This Not That*, *A Practical Wedding*, and more.

Pandemic Mama podcast

Producer & Host

July 2020-present

- Set the production schedule for the podcast, including scheduling interviews
- Edit the podcast website, update content, and promote weekly on social media

Tempest

Content Marketing Manager

March 2021-present

- Develop an Editorial Strategy for the Tempest Resource Center blog
- Establish an editorial calendar for the blog, email marketing, and lead generation campaigns
- Maintain the editorial calendar; make sure all assignments and work is timely
- Assign and edit content for the Resource Center blog, publish 3 stories weekly
- Optimize the Resource Center blog according to SEO best practices
- Project manage the brand redesign and corresponding launch campaign
- Write the ebook, *How to Quit Drinking in a Post-Pandemic World* (published July 2021)
- Work on content partnerships, including writing for *Healthline* on behalf of Tempest

Managing Editor

March 2019 - March 2021

- Oversaw the editorial calendar and long-term strategy for *The Temper*
- Created and assigned story ideas and edited content
- Managed the pitch process and introduction for new writers
- Analyzed and reported on traffic and implemented strategies for editorial growth
- Managed budget for the site's operations and development
- Managed a freelance writers network and recruited new writers
- Championed adding more marginalized writers to the freelance list
- Developed the tone, voice and point of view of *The Temper*

21Ninety

News Editor

April 2018 - Oct. 2018

- Assigned stories, edited and published daily news content on wellness for women of color
- Recruited writers and new voices to join the editorial team

Brit+Co

Lifestyle Editor

Dec. 2015 - Jan. 2018

- Managed 8 freelance writers, accepted pitches, assigned stories and edit/publish weekly
- Assisted Senior Editor with overseeing daily editorial calendar coordination cross departments

SheKnows.com

Food Editor

Aug. 2014 - April 2015

- Oversaw all Food editorial content, including daily trending stories, original recipes, etc.
- Edited all stories for quality of content, good photography, adherence to the style guide
- Coordinated with video team and freelance writers to deliver a weekly series
- Worked with SEO team to optimize headlines, URLs, and social media reach-out

Irina Gonzalez
<http://irinagonzalez.com>

347-219-6297
ms.irina.gonzalez@gmail.com

Latina magazine

Digital Audience Development 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
- Pitched, wrote, and edited content on a weekly basis, as well as report on and attend events
- Worked with the marketing department to develop social campaigns for clients

MamásLatinas

Staff Writer

Jan. 2012 - Feb. 2013

- Wrote 6 stories per day, with a focus on Food & Recipes, Health & Fitness and Home sections
- Assisted Managing Editor in creating SEO headlines and best strategies for metadata
- Conducted celebrity interviews on camera and work on developing video content for the site
- Launched new Facebook pages and grew to over 52,000 fans
- Create SEO-targeted Pinterest boards to expand brand visibility

Family Circle magazine

Online Editorial Assistant

Dec. 2010 - Jan. 2012

- Edited monthly magazine content to be SEO-compatible
- Increased Facebook fans from 20,000 to 100,000 and doubled the number of Twitter followers
- Started very successful weekly Slow Cooker Chats on Facebook
- Worked with Digital Director to oversee marketing initiatives on social media
- Assisted with the launch of the Momster blog

InStyle magazine

International Assistant

Nov. 2007 - Nov. 2010

- Delivered daily materials to the Director by working with an FTP to upload/download layouts
- Oversaw the sending of high resolution photographs and kept track of production schedules
- Managed international content by working with weekly story lists, mock-ups and flat plans
- Worked with publicists to negotiate clearances for exclusive celebrity content and web rights
- Negotiated fair reuse rates for photography and clear international rights with agents
- Revised international layouts and reviewed magazines monthly

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