

**Irina Gonzalez**  
<http://irinagonzalez.com>

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## Professional Experience

### **theSkimm (theSkimm, Inc.)**

*Parenting Editor*

May 2022-present

- Develop, launch, and maintain Parenting channel for [theSkimm.com](http://theSkimm.com)

### **Tempest (Monument, Inc., formerly Tempest, Inc.)**

*Content Marketing Manager*

March 2021-April 2022

- Develop and implement 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
- Work closely with SEO expert to conduct regular content updates
- Create a Search Insights Results document for 2022 editorial and marketing calendars
- Conduct regular performance reviews through Google analytics and implement changes
- Work with designer to create a new email template and launch brand newsletter
- Re-launch editorial content newsletter with stronger emphasis on distribution
- Regularly meet with Social Media Manager to oversee blog content distribution
- Lead the creation of live educational events, such as successful Tempest 101 call
- Work with Product and Design teams, along with Director of Marketing, to redesign website
- Project manage the brand redesign and corresponding launch campaign (September 2021)
- Lead weekly cross-functional meetings with various departments working on brand redesign
- 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
- Conduct interviews with journalists on behalf of Tempest to be featured as an in-house expert
- Manage a part-time Senior Editor and a diverse team of regular writers
- Create a Style Guide that emphasizes brand voice and tone while also centering inclusivity
- Hire and train new writers with focus on finding diverse voices who understand brand mission
- Translate difficult, painful, and often taboo topics into different types of content
- Work with Product team to create, concept, write, and edit all content for new free app
- Create marketing launch plan for new free app (Rethink with Tempest, December 2021)
- Work with UX team to create new content distribution channels and launch a podcast
- Organize department documentation and track work conducted with outside companies
- Create a team environment where new ideas are welcome

*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 (Blavity, Inc.)**

*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 (Brit Media, Inc.)**

*Lifestyle Editor*

Dec. 2015 - Jan. 2018

- Managed 8 freelance writers, accepted pitches, assigned stories and edit/publish weekly

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- Assisted Senior Editor with overseeing daily editorial calendar coordination cross departments

**She Knows (Penske Media Corporation, formerly SHE Media)**

*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

**Latina magazine (Latina Media Ventures)**

*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 (Wild Sky Media, formerly CMI Marketing)**

*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 (Dotdash Meredith)**

*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 (Dotdash Meredith, formerly Time, Inc.)**

*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

Additional Experience

**IrinaGonzalez.com**

*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.

**Mommy Needs Therapy podcast (formerly Pandemic Mama)**

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*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

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  
Food Writing

March 2011  
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 spoken Spanish and Russian