

Irina Gonzalez

PROFESSIONAL EXPERIENCE

Editor & Freelance Writer — self-employed

May 2015 - present

Cover a wide range of lifestyle topics, focusing on parenting, mental health, and Latinx culture. Have written for over 50 publications and published over 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.

- **News Editor (Blavity, Inc). April 2018-October 2018.** Daily assignments and editing for 21Ninety, a wellness and beauty products-focused site for women of color.
- **Food Editor (Brit + Co). December 2015-January 2018.** Managed 8 freelance writers to publish recipe and product-focused stories. Assisted the Senior Editor with overseeing the editorial calendar to develop content for commerce projects and campaigns.
- **Contributing Writer** for various publications, including [Romper](#), [HipLatina.com](#), and [mitú](#).
- **Podcaster** at Mommy Needs Therapy (formerly Pandemic Mama). Creator and host.

Parenting Editor — theSkimm, Inc. (impacted by mass layoffs)

May 2022 - Feb. 2023

Developed the new Parenting vertical for theSkimm from the ground up—determining the target audience and vision, setting the voice and tone, crafting an editorial style guide and content manifesto, working with cross-functional departments to reach product-market fit, and creating and managing all processes for ongoing publication and future launch of newsletter product

- Published 38 research-led stories by creating and implementing an editorial strategy, which led to a 650% increase in organic and referral traffic for parenting content.
- Established relationships with diverse experts by training and managing the parenting writer, which led to the successful publication of content featuring marginalized voices.
- Worked with the Director of Commerce to set standards for pregnancy and parenting shopping content, including training the writer on using and tracking affiliate links.
- Soft-launched the [Parenting channel page](#) using research, analytics, and zero-party data to inform content, which led to a 230% increase in engagement with parenting content across various platforms, including the Daily Skimm newsletter and Instagram.

Managing Editor — Tempest, Inc. (now Monument, Inc.)

Mar 2019 - April 2022

Oversaw the editorial calendar and long-term strategy for the sister site, [TheTemper.com](#), and later developed and implemented an editorial strategy for the [Tempest blog](#). Implemented a day-to-day workflow, managed a Senior Editor and an extensive roster of freelance writers, and sought out new writers with fresh voices and diverse perspectives.

- Successfully launched a rebranded website and newsletter and a launch campaign by leading weekly check-ins and collaborating with the product and design teams, the Director of Marketing, and various company stakeholders. This resulted in a 25% conversion rate for newsletter signups, blog visits, and live event attendance.
- Increased SEO on both websites by optimizing according to best practices and working closely with outside SEO experts to conduct regular content updates. This resulted in The Temper becoming one of the top-viewed and most respected content sites for the

recovery and sobriety industry, which still receives regular traffic despite stopping publication at the end of 2021.

- Grew [The Temper's Instagram](#) by 250% by conducting a thorough review of current content and stories that readers want, as well as helped to grow [Tempest's Instagram](#) by 5300% by training, managing, and leading the social media team.
- Successfully launched a lead generation campaign by writing, editing, and publishing the ebook, *How to Quit Drinking in a Post-Pandemic World*, and promoting it through partnerships with publications like Healthline. This led to high engagement with Tempest members and social media influencers who wanted to share the free book.
- Launched a popular (free) app through Mighty Networks by working with Product and UX team to concept and design the app and wrote all content for a 10-day alcohol-free challenge. This led to brand awareness and a 30% conversion rate.

Food Editor — She Knows (Penske Media Corporation)

Aug. 2014 - April 2015

Oversaw all editorial content, including original recipes, trending news, and kid-friendly commerce reviews. Managed an Associate Editor and 10 freelance writers. Edited stories for style, quality, SEO, and high-quality photography. Worked closely with the video team on series launches.

Audience Development Manager — Latina Magazine

Feb. 2013 - July 2014

Created and integrated a social media strategy for Latina.com and The Latin Kitchen. Worked with the Digital Director to oversee publicist relationships and content partnerships. Led weekly editorial meetings and coordinated coverage amongst staff. Teamed up with the marketing department to develop social media campaigns for various beauty/fashion clients.

- Grew Latina's social media followers by 65% and The Latin Kitchen's followers by 90%.

Staff Writer — MamásLatinas (Wild Sky Media)

Jan. 2012 - Jan. 2013

Wrote 6 stories daily, focusing on food, wellness, and home shopping. Conducted celebrity interviews on camera and was part of the team to develop video content for the site. Assisted the Managing Editor in creating SEO headlines and a best strategies document.

- Launched a new food-focused Facebook page and grew to over 52,000 fans.

Editorial Assistant — Family Circle (Dotdash Meredith)

Dec. 2010 - Dec. 2011

Edited and published magazine content for the web, focusing on SEO for commerce-led stories.

- Increased the number of Facebook fans by 400% and doubled the number of Twitter followers by starting a weekly Slow Cooker Chat and other social media initiatives.

International Assistant — InStyle (Dotdash Meredith)

Nov. 2007 - Nov. 2010

Worked closely with the International Director to manage sharing InStyle content with international editions. Helped to launch 8 additional international magazines.

EDUCATION

New York University — B.A. in Journalism (cum laude)

Sept. 2004 - May 2007

- Editorial internships: PEOPLE (6/07-10/07), SELF (01/07-05/07), Good Housekeeping (09/06-12/06), Family Travel Forum (06/06-08/06), Latina magazine (09/05-05/06)