



Irina Gonzalez

SUMMARY

Versatile journalist and editor with 19+ years of experience across multiple facets of digital publishing for lifestyle, commerce, parenting, and Latinx brands. Proven track record of leading editorial direction for new and growing verticals and building a diversity-focused content strategy across various platforms. Excel in editorial content management in deadline-driven, remote work environments. Skilled at collaborative cross-functional leadership and inter-departmental relationships with an unparalleled “put me in, coach” attitude, as described by former managers.

PROFESSIONAL EXPERIENCE

Shop Newsletter Writer/Editor – Dotdash Meredith

Dec. 2023-present

Worked with Senior Editor to edit and review various shop newsletters for major brands — including filling in during SE’s medical leave and OOO. Quickly adapted to editing and writing strong headlines and subject lines, selecting products, and creating compelling copy for a variety of brands (Real Simple, Shape, InStyle, Food & Wine, Travel + Leisure, Better Homes and Gardens). Help to implement new newsletter initiatives and added revenue streams. Work with key stakeholders on vital CPC partnerships and added TM+ organic coverage. Helped to train writer into an editor, trained and continue to provide feedback to new writer, and help writers to adhere to brand style, improve product selection, write clicky copy, and ensure quality proofing.

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

May 2022 - Feb. 2023

Developed and executed a content strategy to launch the new Parenting vertical from the ground up. Identified topics of interest for a wide audience of parents, using research of industry trends and web analytics tools to support traffic goals and growth. Collaborated with internal stakeholders to create new content distribution channels that contributed to revenue goals. Onboarded and trained staff writer, and edited content daily for quality, accuracy, and brand style.

- Created an editorial strategy that led to a 650% increase in organic and referral traffic
- Soft-launched the [Parenting channel page](#) using audience analytics, SEO best practices, and zero-party data to inform content strategy, which led to a 230% increase in audience engagement across various platforms — including launching parenting newsletter

Managing Editor – Tempest, Inc. (bought by Monument, Inc.)

Mar. 2019 - April 2022

Managed the editorial team and helped shape and define a content strategy focused on fulfilling company’s growth and revenue goals. Oversaw the development of new content initiatives that included partnering with internal stakeholders. Led the team content calendar and created new workflows that led to the hiring and training a new Senior Editor and building a team of 100+ diverse freelance writers and content creators. Edited and produced content in CMS daily.

- Successfully launched a rebranded website and newsletter that resulted in a 25% ROI
- Expanded audience and dramatically increased engagement to [The Temper](#) by 250% and [Tempest](#) Instagram by 5300% by using audience analytics for actionable insight
- Used analytics tools to respond to audience behavior changes by successfully launching a lead generation campaign and promoting it through strategic external partnerships

Freelance News Editor – 21Ninety (Blavity, Inc.)

April 2018-Oct. 2018

Edited fast-paced news content from two staff writers, wrote strong headlines and compelling commerce copy, provided weekly analytics on performance, and tracked competitive landscape.

Freelance Food Editor – Brit + Co**Dec. 2015-Jan 2018**

Assisted Senior Editor with executing an SEO-based content strategy to increase audience through updating and creating new content, and edited for quality assurance of links/images.

Food Editor – She Knows (Penske Media Corporation)**Aug. 2014 - Apr. 2015**

Oversaw all editorial content, identified new diverse audiences through SEO, teamed up with video and sales teams to drive revenue goals, and trained/managed editors and freelance writers.

- Managed cross-departmental projects for successful launch of new YouTube series

Audience Development Manager – Latina Magazine**Feb. 2013 - July 2014**

Created and led social media strategy for Latina.com and The Latin Kitchen. Worked with the Digital Director to oversee relationships with content creators and drive content distribution through partnerships with other Hispanic media outlets. Used web analytics tools to create actionable strategic priorities to increase audience engagement. Worked at the intersection of Content and Marketing to drive revenue through social media campaigns for sales clients.

- Increased audience of *Latina* magazine by 65% and The Latin Kitchen's by 90%

Staff Writer – MamásLatinas (Wild Sky Media)**Jan. 2012 - Jan. 2013**

Wrote fast-paced daily news and commerce content. Assisted Managing Editor with monthly analytics reports and helped other writers/editors implement learnings and best practices.

- Created, tested, and launched new audience experiences through Facebook

Editorial Assistant – Family Circle (Dotdash Meredith)**Dec. 2010 - Dec. 2011**

Edited SEO-focused magazine content for the web and increased core audience engagement.

- Expanded audience by growing Facebook fans by 400% and doubling Twitter followers

International Assistant – InStyle (Dotdash Meredith)**Nov. 2007 - Nov. 2010**

Worked closely with International Director to manage and launch new international editions.

- Improved team communication skills through daily contact with editors across the world

PROFESSIONAL ACCOMPLISHMENTS

- Have written for over 50 publications, including over 100 personal essays. Bylines include *The Washington Post*, Yahoo, HuffPost, Business Insider, OprahMag.com, and more.
- Writing a book on inspiring and empowering Latino thought leaders for The Quarto Group
- Member of the American Society of Journalists and Authors (ASJA) since 2017 and National Association of Hispanic Journalists (NAHJ) since 2018

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)

SKILLS

- Content strategy development and expertise in managing content publication
- Strong leadership and collaboration skills with a focus on driving new revenue streams
- Expertise in performance tracking, analysis, and making data-driven improvements
- Excellent interpersonal and communication skills across a variety of diverse audiences
- Ability to provide feedback and nurture relationships with internal/external stakeholders
- Consistently up-to-date on industry trends with a focus on increasing engagement