



AMELIA EDELMAN

SENIOR EDITOR, EDITORIAL DIRECTOR, EDITOR-IN-CHIEF | NASHVILLE, TN (REMOTE), UNITED STATES | 615.828.9548

DETAILS

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LINKS

[Linkedin](#)
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SKILLS

Social Media

Content Strategy

Features Editing

Multimedia content

SEO Best Practices

Brand Development

Budget Management

Data & Analytics

Content Partnerships

Workflow Optimization

E-commerce Content

Editorial Packages

People-First Leadership

Travel & Lifestyle Content

Style Guides & Training

Asana, Airtable, Skyword

Journalism Ethics

LANGUAGES

French

PROFILE

About

Editorial strategist with 15 years of experience in journalism, media, and management. Adept at growing audiences and exceeding business goals. Publisher of diverse voices, proponent of digital innovation. Track record of increasing content quality, brand visibility, and revenue while mentoring editors and telling groundbreaking stories.

EMPLOYMENT HISTORY

Senior Editorial Director, Parents at Dotdash Meredith, Nashville, TN (remote)

September 2023 — Present

- Lead a fast-paced and expansive editorial team to develop and execute content strategy that improves quality, grows Parents traffic and audience, increases engagement, and builds community.
- Optimize team processes, helm editorial calendar and budget, create compelling content packages for sponsorship opportunities.
- Represent the Parents brand, vision, and mission in media as well as in all collaborations with partners including product, growth, marketing, sales, PR, outreach, e-commerce, and more.
- Prioritize diversity, inclusion, and anti-bias in every story we tell.

Assistant General Manager, Verywell Family at Dotdash Meredith, Nashville, TN (remote)

February 2022 — September 2023

- Leader of the Verywell Family brand, team, and strategy.
- Managed editors and drove content production, budget oversight, and operations for the publication while also serving as expert on industry trends.

Deputy Editor at Meredith Corporation, Nashville, TN (remote)

January 2021 — February 2022

- Founding editor of Meredith's cross-brand Finance Desk for Real Simple, Better Homes & Gardens, Parents, Health, etc.
- Managed staff writers and hundreds of freelancers to produce innovative stories and editorial packages to serve and inspire our audience, start crucial conversations, and exceed business goals.

Senior Editor, SheKnows at SHE Media, Nashville, TN (remote)

August 2017 — December 2020

- Director of SheKnows' Parenting vertical including editorial calendar, budget, and branding, as well as production of SEO-driven content from news to features to e-commerce.

Lifestyle Editor at Refinery29, Nashville, TN (remote)

January 2017 — July 2017

- Assigned, edited, published, and managed work flow for feature-length stories and news in R29's Home & Travel, Work & Money, News & Politics verticals.

○ **Senior Copy Editor at Refinery29, New York, NY and Nashville, TN**

April 2014 — December 2016

- Edited content for voice, style, grammatical and factual accuracy.
- Worked closely with writers and editors to ensure stories were on-brand, innovative, well-structured, SEO-optimized, and elegantly written.
- Crafted R29 voice, led Style Guide trainings for all employees, from NYC to Berlin.

○ **Senior Writer & Editor at Phoenix House, New York, NY**

August 2010 — April 2014

- Wrote in-depth reporting on addiction and mental illness on behalf of the nation's largest nonprofit substance abuse treatment center.

🎓 **EDUCATION**

○ **Master of Arts (English), New York University, New York, NY**

August 2007 — January 2010

○ **Bachelor of Arts (English, Art History), Vassar College, Poughkeepsie, NY**

August 2003 — June 2007

📣 **REFERENCES**

○ **Justine Goodman from Galvanized Media (Editor-in-Chief)**

justine.goodman@gmail.com · 9176788390

○ **Laura Norkin from InStyle (Senior Editorial Director)**

ltcamins@gmail.com · 3012757580

★ **SELECTED CLIPS**

○ **Travel + Leisure**

"Why—& How—I Spent My Maternity Leave Traveling"

(travel writing & photography)

○ **InStyle**

"My State Banned Abortion Hours Before My Appointment"

(reported essay w/news hook)

○ **Real Simple**

"Women & Wealth" Editorial Spotlight

(creation, assigning, editing, visual branding)

○ **Parents**

"Are All-Inclusive Resorts Really Worth the Money With Kids?"

(SEO-driven service)

🌿 **SPECIAL PROJECTS / ROLES**

○ **Poet at Versify Podcast, NPR, Nashville, TN**

January 2017 — August 2020

Turned community members' life stories into poems on the NPR-funded podcast, Versify.

○ **Writing Fellow at Rivendell Writer's Colony, Sewanee, TN**

March 2018 — March 2018

Fellowship recipient granted residency to complete a series of diptych poetry.