

Profile

As an award-winning former senior-level editor at *Self*, *Prevention*, *Fitness*, and *Scholastic Parent & Child* magazines, I know what clients want and how to deliver it. I've spent over 20 years tackling and finessing stories about all things health, nutrition, pregnancy, parenting, and family travel. Beyond print, I'm well versed in creating SEO-driven content; Instagram stories; newsletters; video scripts; sponsored and branded content; and more.

Partial Client List

| | | | |
|-----------------|-------------------------|------------------|----------------|
| Cooking Light | FamilyFun | Parents | Subaru Drive |
| Diabetes Living | HealthCentral | Psychology Today | Today's Parent |
| EatingWell | Linkwell Health | Reader's Digest | VeryWell |
| Everyday Health | Meredith Special Issues | Real Simple | WW |

Freelance Experience

Family Health Columnist, Prevention magazine, 2019–present

Write a monthly column focusing on health and wellness news for parents.

Contributing Writer, The Foundry, 2019–present

Create sponsored content, such as quizzes, infographics, profiles, and straight articles for Meredith's award winning custom content studio, which encompasses publications like EatingWell, Shape, and Southern Living. Brands include:

| | | | |
|-----------|---------------|-----------------|-------------------------|
| Aldi | Clorox | Glad | Schär Gluten Free Foods |
| B&G | Country Crock | Hoosier Lottery | Visit Florida |
| Carnation | Gerber | Kroger | Wright Brand Bacon |

Contributing Writer, The Bump, 2017-present

Contracted to regularly create new and update existing SEO-driven content. Projects include: Health and parenting service; seasonal stories; product and year-end round-ups. Also write branded content for The Knot World Wide, including brands such as:

| | | |
|-------------|----------------|-----------|
| Amazon Echo | Dreft | Maxi-Cosi |
| BabyBjörn | Eucerin | Monistat |
| Cetaphil | Halo SleepSack | Pipette |

Family Health Columnist, First for Women, 2012–2019

Wrote monthly column focusing on natural remedies doctors use on their own children.

Content Contributor, Fisher-Price, 2016–2017

Regularly pitched and wrote sharable parenting content for the company's social media channels and website. Projects included locating sharable videos; writing parenting articles; and delivering product- and brand-specific memes, GIFs, and quizzes.

Contributing Editor, *Scholastic Parent & Child* magazine, 2013–2015

Pitched and wrote monthly Babies to Big Kids column, covering children's health and wellness news and related products. Also handled health, nutrition, and education features.

Contributing Writer, Pregnancy + Parenting channel, iVillage.com, 2011–2013

Wrote a variety of slideshows and articles for the popular channel, many of which are among the most popular/shared content and still widely shared through TODAY Parents

Staff Experience

Senior Editor, *Fitness* magazine, 2007–2010

Senior Editor, *Prevention* magazine, 2005–2007

Psychology Editor, *Self* magazine, 2002–2005

Editor, LifetimeTV.com, 2000–2002

Assistant Editor, *New Woman* magazine, 1997–1999