

## ABOUT ME

Entertainment journalist with a specialization in interviews and SEO. Able to write and edit feature-length and quick trending stories, as well as mentor other writers to do the same. Can usually be found talking about Harry Styles.

## CONTACT

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www.hedyphillips.com

## EDUCATION



**UNIVERSITY OF CENTRAL FLORIDA**

Bachelor's in Journalism  
Minor in Music

# HEDY PHILLIPS

## WRITER & EDITOR

## EXPERIENCE

### DIGITAL EDITOR

EUPHORIA. (2020-Current)

- Oversee a team of contributors, which includes assigning and editing news, features, and interviews
- Manage the day-to-day functions of the site and social media
- Work with PR and brands to set up features for the site to drive traffic and engagement
- Craft music release news, celebrity interviews, and digital cover stories that drive 100K+ page views per month

### NEWS EDITOR

HelloGiggles (2020-Current)

- Outline daily news coverage based on breaking news, events, and trends across celebrity, entertainment, fashion, and beauty
- Oversee a team of freelance writers and editorial assistants, including assigning and editing their work
- Write news and ecommerce stories as needed, as well as features across all verticals, driving 500K+ page views per month

### FREELANCE ENTERTAINMENT & LIFESTYLE WRITER

(2018-Current)

- Pitch and write 10-20 stories per week, ranging from entertainment trending news to SEO-driven stories and interview features. Editorial bylines include POPSUGAR, Cosmo, InStyle, Eat This Not That, Grammy.com, Reader's Digest, TV Guide, and Refinery29.

### EDITOR

POPSUGAR (2013-2020)

#### *Celebrity and Entertainment*

- Oversaw contributor content for POPSUGAR Celebrity and Entertainment and developed trending and SEO-focused stories
- Assigned, edited, and wrote all display copy for more than 175 stories per month, encompassing TV, music, and movie news and celebrity features and news
- Drove half of the site's traffic with just contributor content
- Wrote celebrity and entertainment stories for the site based on news and trends, as well as longer features that include celebrity and expert interviews

#### *Everything else*

- For my first five years, I worked across verticals and with business partners throughout the company to not just write and edit, but create content that drove millions of visits to the site. Coverage included everything from trending food news to celebrity interviews. I also managed dozens of freelancers across verticals, coached the newsletter team, and juggled over 100 stories per month at times.