

Hedy Phillips

Hedy.Joy86@gmail.com

Experience

2019-current	POPSUGAR	New York
---------------------	-----------------	-----------------

Celebrity and entertainment Voices editor

- Oversee all contributor content for POPSUGAR Celebrity and Entertainment and develop trending and SEO-focused story ideas to assign out
- Assign, edit, and write all display copy for more than 175 stories per month, encompassing TV, music, and movie news and celebrity features and news
- Write celebrity and entertainment stories for the site based on news and trends, as well as longer features that include celebrity and expert interviews

2018-2019	New Avon	New York
------------------	-----------------	-----------------

Associate manager of brand content and copywriter

- Managed all communications for CEO Laurie Ann Goldman, including social media posts, speeches, video appearances, and printed communications
- Managed workflow and wrote copy for Avon Representatives, including product- and business-news-related emails, the externally shared newsletter, and social media content

2018-2019	Various	New York
------------------	----------------	-----------------

Freelance writer

- POPSUGAR: Pitch and write an average of 10 stories per week on music, pop culture, and lifestyle, as well as remotely handle live award show coverage
- Other bylines on the topics of entertainment, lifestyle, and wellness include Best Life, Eat This Not That, Brit + Co, Cosmo, and InStyle

2013-2018	POPSUGAR	New York
------------------	-----------------	-----------------

Voices editor

- Oversaw all contributor content for POPSUGAR Fitness, which included a team of more than 25 freelancers, and developed trending and SEO-focused story ideas to assign out
- Assigned, edited, and wrote all display copy for more than 100 stories per month for POPSUGAR Fitness, encompassing workout trends and general wellness
- Increased both overall contributor traffic and SEO-based contributor traffic to POPSUGAR Fitness more than 200% between October 2017 and March 2018
- Pitched and wrote celebrity, entertainment, and lifestyle stories for the site based on news and trends, as well as longer features that include celebrity and expert interviews

Living editor

- Wrote a minimum of 20 posts per week for the POPSUGAR Living sites, including trending news, features, and personal essays, primarily on fitness, food, travel, and love
- Pitched and covered brand events and interviewed celebrities and influencers in the pop culture and living sectors for stories across the network
- Generated 3M views from my stories in four months in this role

Contributing living editor and copy editor

- Wrote a minimum of 10 posts per week for the POPSUGAR network, including news, features, and personal essays on celebrity, food, beauty, and travel
- Generated 40M+ views from my stories on the POPSUGAR network
- Doubled visits to POPSUGAR Pets between June 2015 and June 2016 by implementing social strategies, fostering partner relationships, and establishing connections with PR associates and animal-related celebrities and experts
- Copyedited all posts across POPSUGAR sites, as well as all marketing and event display copy

2009-2013	San Jose Mercury News	Walnut Creek, CA
------------------	------------------------------	-------------------------

Copy editor and news and sports designer

- Edited and designed the front page and sports front page for all daily publications, working closely with top managers and various editors to develop a clean product with high-quality content

Dow Jones Newspaper Fund copy-editing intern

- Edited and designed front pages for Oakland Tribune and Contra Costa Times

Education

2008	University of Central Florida	Orlando, FL
-------------	--------------------------------------	--------------------

Bachelor of arts degree in journalism, with emphasis in editing, minor in music