

Emily Belfiore

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Relevant Experience

Meredith Corporation, New York, N.Y. - *Buying Guides Writer*

March 2021 - present

- Create SEO lifestyle buying guides for priority retailers across Meredith publications, including People, Real Simple, Health, Travel & Leisure, InStyle, Shape, Food + Wine, and more; contribute to Meredith's monthly Amazon revenue goals by writing shopping-oriented stories and scouting deals.
- Update existing guides and ensure they adhere to respective publication's brand voices, Meredith's affiliate strategy, and SEO/e-commerce best practices.
- Pitch and produce branded content in accordance with Meredith's partnerships; aid in e-commerce team's coverage of major sale events and shopping holidays such as Amazon Prime Day and Memorial Day.
- Drive upwards of \$80,000 in monthly affiliate revenue; use platforms such as SEO Clarity and Data Studio to perform SEO keyword research and track revenue performance.

Penske Media Corporation, New York, N.Y. - *Commerce Contributor*

Nov. 2020 - Feb. 2021

- Produced SEO-optimized lifestyle gift guides and sales coverage for WWD and Footwear News; built affiliate links and track revenue.
- Sourced and resized images in Photoshop; provided live deal coverage for major shopping holidays, including Black Friday and Cyber Monday.

The Quality Edit, New York, N.Y. - *Content Producer*

August 2020 - Feb. 2021

- Produced review-based lifestyle commerce and branded content; conducted interviews with notable founders and personalities.
- Pitched franchise ideas and scouted emerging brands to showcase and partner with; stayed up to date on relevant launches and shopping holidays.
- Copyedited the work of fellow producers, created and maintained brand relations; sourced and edited UGC to accompany articles.

E! News, New York, N.Y. - *Contract Writer*

Sept. 2019 - June 2020

- Wrote 5-7 SEO-optimized trending and breaking celebrity/entertainment news articles daily; self-published articles to site.
- Optimized articles across top traffic-driving referral platforms (Facebook, Twitter, Instagram, Mobile App); analyzed story performance in Chartbeat.
- Pitched content ideas, brainstormed headlines, and built evergreen galleries; photo-sourced and resized images in Photoshop.
- Played a major role in increasing beauty coverage; interviewed celebrity makeup, skincare, and hair care experts for e-commerce posts.
- Coordinated with celebrity PR reps and publicists for story approval; assisted with live award show/event coverage.

SheFinds, New York, N.Y. - *Associate Editor*

May 2017 - Sept. 2019

- Created weekly editorial content plan using historical data and trends; pitched story ideas using analytics to understand reader preference and behavior, as well as researching industry trends, news, events, and launches.
- Wrote 5-8 stories daily covering various topics across the lifestyle vertical, including fashion, beauty, health and wellness, tech, and home.
- Responsible for daily traffic reporting and trend analysis; helped increase overall visits to the site by 20% each quarter by expanding and optimizing SheFinds' referral sources (Flipboard, Google Search, Pinterest, and Apple News).
- Formed SEO strategy using data from SEMrush and Google Trends; increased keyword rankings and organic search traffic to meet goals.
- Selected, built, and scheduled daily editorial newsletter emails that were sent out to over 300k subscribers.
- Took on tasks of growing SheFinds' lifestyle content on Google Search, Chrome Content Suggestions, Google News, and Apple News.
- Recruited, hired, trained, and managed editorial interns; responsible for assigning, editing, and scheduling freelance writer stories.
- Conducted interviews and Facebook/Instagram Lives with celebrities and industry experts; helped reshape SheFinds' Instagram posting schedule to promote editorial content and create more engaging social media posts.

Education

Marist College, Poughkeepsie, N.Y.

August 2012 - May 2016

- BA in Communications, concentration in Journalism
- 3.7/4.0 GPA (Magna Cum Laude)

Freelance

Words have also appeared in:

- Allure, BestProducts.com, Byrdie, Cools, Mother.ly, RealSelf, and StyleCaster.

Skills

Social Media & Programs: Facebook, Twitter, Instagram, Pinterest, Snapchat, Flipboard, G-Suite, Google Analytics, Google News, Apple News, Chartbeat, Photoshop, InDesign, WordPress, Boomtrain, Trello, Slack, Shutterstock, Splash Photos, INF Photos, Getty Images.

Affiliate Networks: Linkshare, Impact Radius, RewardStyle, Pepperjam, CJ, ShareASale, ShopStyle, Skimlinks, Amazon Affiliates.