

# Aimee Simeon

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## **Wellandgood.com** — *Senior Beauty Editor*

November 2023-present

- Leads the development of a new brand POV, editorial direction, and editorial style guide for Well+Good's Beauty vertical.
- Manage, onboards, and leads a team of 30+ freelance writers, ensuring copy adheres to new editorial guidelines and journalistic standards, brand voice, and for flow and accuracy.
- Manage editorial calendar of 25+ articles per month, assigning, editing, and publishing content aligned with company SEO and traffic goals.
- Copy and line edits all content for the beauty vertical for voice, accuracy, clarity, brand voice and guidelines, and SEO optimization.
- Partners with cross-functional teams, including sales, newsletter, commerce, social, and PR to ensure consistency in beauty messaging and voice in copy, video, and concepts across various channels.
- Lead quarterly beauty editorial tentpoles for W+G brands (including launching the first-ever Skin Issue sponsored by Dove for \$316k, the second annual SPF Awards sponsored by Sephora for \$150k, and the upcoming W+G Beauty Awards).
- Edits and approves beauty social content for W+G social platforms.
- Manage yearly freelance budget of \$120k.
- Regularly represents the brand in media in panels, public speaking engagements, and on live television.

## **Dotdash Meredith**—*Senior Editor, Byrdie.com*

June 2021-November 2023

- Managed and oversaw all feature and SEO data-driven editorial content strategy through the creation of articles, social copy, sponsored content, and video scripts, resulting in 14% growth YoY.
- Managed a team of three associate editors and a roster of over 40 freelancers, overseeing workload, assignments, editing work, and providing mentorship.
- Managed Byrdie's Review Board, the brand's database of medical experts used to review and fact-check content.
- Utilized OpenAI insights and research features to identify traffic gaps and opportunities for new beauty content.
- Partnered with cross-functional teams, including newsletter, social, and sales on editing sponsored copy and identifying revenue opportunities.
- Launched and oversaw Byrdie's Editor's Picks editorial and licensing franchise from ideation, formatting and execution, and art direction.
- Programmed, optimized, and edited all copy and content on the Byrdie.com homepage daily.
- Oversaw editorial programming and copy for Byrdie Beauty Lab, the brand's experiential beauty event.

## **Refinery29**—*Senior Writer*

June 2019-June 2021

- Produced five originally reported, data-driven stories weekly reflective of beauty trends and industry news, resulting in 12% traffic growth YoY.
- Managed all live event coverage for award shows, red carpets, and more.
- Strategized monthly editorial and SEO-driven content using Google Analytics and Looker.
- Managed a team of two junior writers.

## **POPSUGAR.com**—*Beauty Editor*

March 2016 -June 2019

- Managed and oversaw written content and strategy for POPSUGAR Beauty.
- Oversaw POPSUGAR Beauty Instagram account (acquired and merged a new Instagram page bringing the following to 1M+).
- Produced photo and video shoots for the site from art direction to script writing and shot lists.
- Oversaw social and editorial content strategy for Beauty by POPSUGAR cosmetics line.
- Oversaw live event coverage on social media.

## **EDUCATION**

**Berkeley College** — *B.S. Marketing, 2014*