

Ashley Mateo

EDITORIAL EXPERIENCE

CONTENT STRATEGIST AND FREELANCE WRITER – Denver, CO

June 2013 to present

- Pitch, write, and edit articles in areas including fitness, health, travel, entertainment, news and trends, and lifestyle for print and online publications, including the Wall Street Journal, TIME, AFAR, Conde Nast Traveler, Architectural Digest, The Cut, Cosmopolitan, Esquire, Marie Claire, Runner's World, Shape, The Hollywood Reporter, SELF, Glamour, Teen Vogue, Refinery29, and more
- Pitch and create editorial content (online, social, and marketing) for brands including Nike, Tonal, Tracksmith, Oakley, Levels, BASE, WW, and more

REDBOOKMAG.COM, HEARST DIGITAL MEDIA – New York, NY

Site Director — July 2016 to October 2017

- Managed a team of 4 (web editor, social editor, video editor, and editorial fellow) plus freelancers
- Managed staff and freelance budget
- Assigned and top edit all content, including long form features
- Developed strategy to increase traffic via search and social
- Increased Facebook likes by 67% YOY and video views by 922% YOY to drive \$114K+ in ad revenue
- Created custom partnership content for MSN to drive between \$50K and \$100K in ad revenue per month

SHAPE MAGAZINE, MEREDITH CORPORATION – New York, NY

Deputy Digital Editor — December 2014 to June 2016

- Managed editorial calendar and top edited all content on the site (up to 15 pieces a day) and social content
- Managed freelance budget
- Managed team of 5 writers, producers, and editors, as well as 15+ freelancers
- Pitched ideas for marketing RFPs and executed approved sold programs
- Developed multi-platform campaigns, including social and video programs

REFINERY29 – New York, NY

Staff Writer, Brand Experiences – January 2014 to October 2014

- Created and edited copy for sponsored programs and projects, including features, emails, social, and more
- Wrote breaking news and entertainment content

SEVENTEEN MAGAZINE, HEARST MAGAZINES – New York, NY

News Editor – November 2011 to October 2013

- Wrote and edited the “Life” and “Health” front-of-book sections
- Wrote and edited cover stories and monthly Buzz features about current issues facing teens
- Developed multi-platform campaigns for *Seventeen* franchises

EDUCATION

Boston University, 2008

B.S. in Magazine Journalism / Boston University College of Communication

Summa cum laude

OTHER QUALIFICATIONS

UESCA- and RRCA-certified running coach