

ZUZANNA SKWIOT

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Skilled writer, editor, and content strategist with experience developing brand voice and editorial strategy to drive audience growth. Creative copywriter and communications professional with a passion for online media and a proven track record of creating innovative, traffic-driving, and shareable content.

EXPERIENCE

Adorama, New York, NY

Managing Editor

November 2017 – Present

- Establish and build scalable editorial content strategy and omni-channel marketing campaigns for Adorama.com and 42West, the Adorama blog.
 - Increased blog page views by 65% YOY, sessions by 38%.
- Oversee and manage editorial content calendar, annual budget, and contracts.
- Recruit and manage network of 20+ regular freelance copywriters and contributors, reviewing pitches, writing assignment briefs, and editing submitted work.
- Develop and oversee editorial standards, brand voice, and copy guidelines for marketing efforts across email, design, advertising, print signage, and site copy.
- Develop strategy for e-commerce content on retail landing pages.
- Supervise site redesign, working with Design and UX teams to improve layout and site experience.
- Communicate with cross-channel partners including Marketing Operations, Merchandising, and Vendor Relations to plan for year-round content campaigns and coordinated digital content experience.
- Monitor and measure content performance via Google Analytics and Tableau data.
- Plan, write, and produce company-wide memos and newsletters on behalf of executive team.
- Host webinars, moderate panels, and conduct on-camera interviews for company-led events.
- Launch, host, and produce the Adorama Podcast, the company's weekly photography podcast.
 - Research, schedule, and interview prominent guests on photography business and creative topics.
 - Launched the show and grew to 2,000+ downloads per episode.

RodaleWellness.com, Rodale, Inc., New York, NY

Online Editor

February 2017 – November 2017

Associate Editor

June 2015 – January 2017

- Wrote and edited trending and evergreen health, food, and fitness articles, slideshows, and newsletters.
 - Increased unique visitor traffic by 55%, page views by 152% YOY.
 - Increased Facebook engagement by 150%, reach by 425%.
 - Manage team of writers and freelancers, field pitches, and edit articles.
- Produced and built content into CMS, sourced images, optimized for SEO.
- Leveraged Google Analytics and Facebook Insights to measure site traffic.
- Worked with Digital Director to develop editorial calendar and special projects.

CafeMom.com, CafeMedia, New York, NY

Staff Writer

February 2015 – May 2015

Editorial Assistant

January 2014 – February 2015

- Pitched and wrote 5 parenting, lifestyle, and entertainment articles daily.
 - News posts, viral video shares, and listicles generated 20,000+ unique visitors each.

EDUCATION

Northwestern University, Medill School of Journalism

Bachelor of Science in Journalism and International Studies. Completed Integrated Marketing Certificate