

Stephanie Friedman

San Diego, CA

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Highly creative, collaborative, and results-driven editorial and content writer crafting SERP-topping articles about food, drink, health, and wellness. Published on Tasting Table, Yahoo Life, MSN, NewsBreak, and more.

SKILLS

Content Writing | Proofreading | AP Style | Copy Editing | Trendspotting | Editorial Writing | SEO Analytics | Fact-checking
Writer.com | WordPress | Frase | Google Suite | Microsoft Office | Squarespace | Trello

PROFESSIONAL EXPERIENCE

CODELESS, Lone Tree, CO (Remote)

Health and Wellness Content Writer, January 2023–Present

- Craft informative, engaging articles about ingredients and products for Curology, a personalized skincare brand.
- Translate complex research from medical studies and journals into digestible content for a targeted audience.
- Edit and optimize articles for SEO by leveraging SERP data to achieve rankings on par with top-performing content.
- Collaborate with graphic designers, editors, account managers, and client liaisons to effectively align articles with brand voice and marketing goals.

STATIC MEDIA, New York, NY (Remote)

Food and Dining News Writer, October 2022–Present

- Consistently produce top performing stories for TastingTable.com, including articles with 135k+ organic search sessions.
- Spearhead Tasting Table's branded content by writing the site's first-ever long-form sponsored article.
- Write long-form feature stories that promote Tasting Table's social media content, including interviews and food event guides.
- Craft 1,000+ articles total about breaking food and restaurant news, cooking tips, food culture, and ingredient deep dives.
- Build articles in WordPress, optimize for SEO, and source and edit at least two images per article.

NORTHWEST VENTURES, Houston, TX (Remote)

Education Content Writer, September 2022–October 2023

- Wrote and SEO-optimized two articles per week about college degrees, financial aid, and other resources for college students.

SKINCARE ANARCHY THE PODCAST, New York, NY (Remote)

Editorial Intern, July 2022–October 2022

- Published articles in medical journals and wrote weekly stories about beauty, wellness, and science for the podcast's blog.
- Proofread, edited, and fact checked copy for 5+ social media posts per week.

STRATEGIC FINANCIAL SOLUTIONS, New York, NY

Sales Operations Manager, October 2017–April 2022

- Earned company-wide Opportunity Core Value Award for cultivating growth and a positive culture for the Sales Operations team.
- Promoted from Sales Operations Associate to manage a team of five Sales Operations Associates.

Sales Support Manager, August 2013–October 2017

- Promoted from Sales Support Associate to manage a team of 10 Sales Support Associates.

EDUCATION

NEW YORK UNIVERSITY, New York, NY

Continuing Education Certificate, Journalism and Newswriting, October 2020–May 2022

- Coursework: Interviews and Profiles, Newswriting, Writing About Health and Beauty for Online Publications and Magazines, Entertainment Journalism, Feature Writing

UNIVERSITY OF CALIFORNIA, IRVINE, Irvine, CA

Bachelor of Arts, Political Science, September 2009–June 2013