Liz Humphreys | London, UK and NYC **|** liz@writedirectionmedia.com | +44 740 240-9288 / 646-863-6060 | Skype: lizhumphreys60

EXPERIENCE

EDITORIAL CONSULTANT/CONTENT STRATEGIST
Write Direction Media | London, Amsterdam, NYC
www.writedirectionmedia.com
April 2012 to present
I provide editorial and content marketing consulting; brand communication; content, SEO and social media strategy; and writing and editing services in the U.S., the U.K. and Europe to companies including Fodor's Travel, Forbes Travel Guide, USA Today, Lifescript, Philips Healthcare and other consumer brands. I've also worked with agencies including frog, Young & Rubicam and Ogilvy. Some highlights:

* **Philips Healthcare**: I worked as the managing editor for Philips' long-form social content, including trend stories on the Philips' *Innovation Matters* blog, Medium and Exposure, out of their Amsterdam headquarters.
* **Young & Rubicam**: I led content strategy and copywriting for a large U.S. healthcare client's new branding strategies and multiple site launches.
* **GE Healthcare**: Working with the agency frog, I was the main content strategist and copywriter on the "Picture a Healthy World" campaign to promote increased consumer awareness of GE Healthcare through a digital and offline product launch.
* **Flamant Furniture**: I was the main copywriter for this Belgian luxury brand's Fall 2016 print and digital catalogues.
* **Forbes Travel Guide**: I assigned and edited worldwide Destination Guides and hotel, restaurant, shopping and attraction listings for Forbes Travel Guide's online guide. I also wrote Destination Guides on Amsterdam, Copenhagen and Munich.
* **Fodor's Travel**: I researched, wrote and edited print and digital guides on Belgium, Cyprus, Germany, Italy, Portugal, the Netherlands and Switzerland. I also regularly write for Fodors.com.

EDITORIAL DIRECTOR
The Center for Medical Weight Loss | New York, NY
www.centerformedicalweightloss.com
December 2009 to April 2012
I led all editorial functions for The Center for Medical Weight Loss, a start-up run by former Weight Watchers executives, where I created an editorial and brand communication strategy for both online and offline media, including e-newsletters, social media, hundreds of original recipes and a packaged food launch. I also developed and managed the content strategy for three website launches, including sites directed to both consumers and physicians.

EXECUTIVE EDITOR
Everyday Health | New York, NY
www.everydayhealth.com
October 2007 to December 2009
I was responsible for the editorial strategy and operations of one of the top U.S. consumer lifestyle sites, with 28 million monthly visitors and 300+ million monthly page views. I managed a team of 20 editors and producers, and supervised the production of 14 daily email newsletters, daily homepage changes, 400+ original articles per month, social media strategy (including 80+ bloggers) and sponsored content packages. I also built and managed partnerships with third parties including PACE Communications (healthy travel section for Delta and United Airlines in-flight magazines), *Eating Well* magazine, Allrecipes and the U.S. Food and Drug Administration (FDA).

ONLINE EDITORIAL DIRECTOR
Lucky Magazine (Condé Nast) | New York, NY
Dec. 2006 to October 2007
I managed digital content strategy, process, development and implementation for (now-defunct) U.S. fashion magazine *Lucky*. I was responsible for managing a cross-functional digital team to produce high-quality content that extended the Lucky brand while increasing site traffic, magazine subs, and marketing and sponsorship opportunities. I also spearheaded a site redesign that included revamped shopping guides to more than 20 cities, which resulted in 150 percent growth of site traffic.

NYC TRAVEL GUIDE WRITER
USA Today | Arlington, VA
www.usatoday.com/travel
January 2006 to April 2009
I was the exclusive contributor of monthly stories and tips on travel trends in and around New York City for USA Today's Travel Destinations online section, including the latest restaurant, shopping, nightlife, entertainment and hotel recommendations, also published on ABCNews.com.

MANAGING EDITOR
Everyday Health | New York, NY
Dec. 2003 to Dec. 2006
Besides overseeing this online self-help publishing company's most successful consumer lifestyle product, The South Beach Diet Online, I managed other well-known lifestyle brands including the Denise Austin Fit Forever! and Dr. Laura Berman Passion Prescription sites. I also managed the 4.5-million circulation South Beach Diet daily e-newsletter, including original recipes, and acted as the executive editor of the related monthly print newsletter.

SENIOR EDITOR
iVillage | New York, NY
www.ivillage.com (now part of www.today.com)
Jan. 2002 to Dec. 2003
I was responsible for content creation and acquisition, editorial planning and strategic partnerships for the Health channel of iVillage. I wrote and edited digital copy and worked with teams of designers, engineers and salespeople to optimize the marketing, functionality and usability of the content.

WebMD | San Francisco, CA
www.webmd.com
March 1999 to October 2001
SENIOR CHANNEL MANAGER
Jan. 2000 to October 2001
As a senior manager for the largest consumer health site on the Web, I managed the workflow and enhancements on WebMD's wellness-related areas including Food and Nutrition, Women's Health, Men's Health, Sports and Fitness, and Parenting and Pregnancy. I developed, assigned and edited weekly features in these channels and also supervised a team of both in-house and freelance editors and writers.

CONTENT PROJECT MANAGER
March 1999 to Jan. 2000
I was responsible for overseeing the editorial and production process of WebMD's San Francisco office. Included HR functions such as interviewing, hiring and contract negotiations; creating and tracking budgets; maintaining an editorial calendar; running weekly pitch meetings; and leading troubleshooting and idea-generating meetings.

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ADDITIONAL PUBLISHED WORKS

Fodor's Travel Guidebooks: Amsterdam 2013, 2016 & 2018; European Ports of Call 2013; Italy 2015, 2016 & 2017; Germany 2015; Portugal 2015 & 2017; Switzerland 2015; Essential Europe 2015 (researcher/writer); ***The Duke Diet*** (Random House, 2007, contributing editor); ***The South Beach Diet Quick & Easy Cookbook*** (Rodale, 2005, contributing writer); ***Rodale Custom Publishing*** (lifestyle magazines and newsletters, contributing writer/editor).

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EDUCATION

Northwestern University
Medill School of Journalism, Evanston, IL
Masters and Bachelors of Science in Journalism

Wine and Spirits Education Trust (WSET)
Intermediate and Advanced Certificates in Wine Studies, with distinction