



# Isis Briones

## FREELANCE WRITER & EDITOR

### Self-Employed

June 2023 - Present

- Contribute e-commerce stories to *Vogue*, *Travel + Leisure*, *SFGate*, and more
- Write, pitch, and edit a wide range of lifestyle content for the Hearst Partnerships team

## SENIOR SHOPPING EDITOR

### *House Beautiful*

March 2022 - May 2023

- Managed two Associate Shopping Editors and a freelance team to achieve a total of \$1.6 million in annual organic affiliate revenue
- Generated 145% YOY growth during Prime Day increasing organic Amazon affiliate revenue by over \$25,000
- Produced 93% YOY growth in Black Friday-specific content increasing organic affiliate revenue by over \$12,100
- Published up to 80 e-commerce pieces per month including SEO stories, reviews, news posts, celebrity interviews, and more
- Consistently increased SEO rankings on Google for top-performing stories via expert insight, first-person reviews, FAQs, and more

## STYLE EDITOR, BRANDED CONTENT

### *Complex*

June 2021 - March 2022

- Acted as the editorial creative lead on all fashion campaigns including pre-sale ideation and all aspects of post-sale execution
- Exceeded sales goals by delivering custom content for a range of major brands including Christian Dior, Nordstrom, Adidas, and more
- Wrote, assigned, and edited a variety of sponsored concepts such as celebrity ambassador interviews, influencer campaigns, product releases, and more all contributing to vertical traffic and revenue

## FREELANCE WRITER & EDITOR

### Self-Employed

March 2017 - June 2021

- Pitched, wrote, and edited a variety of articles including news, feature interviews, and more for *ForbesLife*, *Architectural Digest*, *Travel + Leisure*, *Slickdeals*, and more
- Led an affiliate marketing initiative for StackCommerce delivering e-commerce posts
- Frequently represented publishers on press trips, industry events, music festivals, premieres, and other company-related occasions

## ENTERTAINMENT WRITER

### *Teen Vogue*

March 2016 - March 2017

- Wrote and produced 10 -15 daily stories including photo research ranging from celebrity news, interviews, and exclusive digital premieres averaging a 30-minute publish time
- Pitched and interviewed emerging stars for digital features incorporating social media initiatives
- Acquired record-breaking 1 million monthly unique visitors accounting for 1/3 of the vertical's overall traffic

## EDITORIAL OPERATIONS ASSISTANT

### *InStyle*

August 2014 - March 2016

- Assisted Executive Managing Editor with production workflow through contract distribution and payment of all freelancers
- Handled all facilities, technology, new-hire, and accounts payable requests

## About Me

I'm a versatile writer and editor who's always ready to go where my stories take me. From creating travel guides across Africa to strategizing revenue-driven content, I've freelanced for *Vogue*, *Architectural Digest*, *Travel + Leisure*, and more. Most recently, I led the commerce team as the Senior Shopping Editor at *House Beautiful*.

## Education

### Wake Forest University

Winston-Salem, NC

May 2014

Bachelor of Arts:

Communication & Spanish

Double Major

Kappa Alpha Theta Sorority

### University of Salamanca

Salamanca, Spain

August – December 2012

## Contact

isisbriones@gmail.com

(804) 502-6340

<https://www.isisbriones.com/>

@isisbri0nes