

Richelle Szypulski



SHE/HER • ☀️ LEO + 🌙 LEO + 🐟 PISCES • 1w2 • 4/1 GENERATOR

Skills

- ATTENTION TO DETAIL
- EMPOWERED EDITORIAL
- FEEDBACK (GIVING & RECEIVING)
- BRAND STRATEGY
- PROJECT MANAGEMENT
- USER EXPERIENCE DESIGN
- TRAGIC PUNS
- TRICKY CONVERSATIONS

Values

- accountability
- arts access for all
- community care
- creative self-expression
- empathy
- integrity
- neurodivergence

Currently Into

- archetypes, astrology, & tarot
- collage & embroidery
- embodied emotion regulation
- DIY home renovation
- weird earrings
- yoga philosophy & ethics

Education

NEW YORK UNIVERSITY
SCHOOL OF PROFESSIONAL STUDIES

Summer Publishing Institute
2015

POINT PARK UNIVERSITY

Bachelor of Arts
Journalism & Multimedia
2013

summa cum laude

Relevant Experience

FREELANCE WRITER, EDITOR, & PHOTOGRAPHER

7/19-PRESENT

- Provide creative production and consulting services to corporate and individual clients including The Confetti Project, Lindblad Expeditions-National Geographic, Stella Adler Studio of Acting, and AfterWork Theater

SENIOR EDITORIAL MANAGER, PART-TIME

GIRLS WRITE NOW
NEW YORK, NY • 6/20-PRESENT

- Developed a new submission management system to enable collaborative processing, editing, and publishing of high-volume multi-genre, multimedia works
- Led site redesign efforts and launched an in-house publishing platform and media brand
- Fostered community via an editorial committee; trained and managed as many as 30 volunteer and contract-based editors, designers, and producers at a time
- Pitched and piloted programs for editorial interns and editors-in-residence to empower Girls Write Now mentees, mentors, and alumni to share meaningful leadership of the new platform

PUBLIC EVENTS & CONTENT MANAGER, PART-TIME

GIRLS WRITE NOW
NEW YORK, NY • 1/20-6/20

- Rebranded the annual performance series to reflect newly integrated writing and digital curriculum, featuring the multimedia work of 150 teen writers across eight shows
- Transitioned in-person event plans to an online format—both streaming live from Zoom and pre-recorded videos—and garnered 21,500+ views over the season
- Launched, produced, and hosted a virtual, weekly writing salon series to open programming to the public for the first time

SENIOR ASSOCIATE EDITOR

TRAVEL + LEISURE, MEREDITH CORP.
NEW YORK, NY • 1/19-7/19

- Oversaw the commerce editorial calendar and freelance budget, assigning stories to a team of in-house and freelance editors to meet monthly affiliate revenue targets
- Coordinated digital coverage for print tentpoles and brand partner projects

ASSISTANT DIGITAL EDITOR

TRAVEL + LEISURE, MEREDITH CORP.
NEW YORK, NY • 2/17-1/19

- Created this role to focus on expanding editorial commerce/affiliate strategy
- Generated a 358 percent revenue increase to seven-figure annual earnings within a year and consistently exceeded monthly goals, with 161 percent growth the following year
- Assigned, wrote, and edited digital feature stories, ~15 per week
- Identified new topics and tactics to test by interpreting sales, traffic, and SEO data

EDITORIAL OPERATIONS ASSISTANT

TRAVEL + LEISURE, MEREDITH CORP.
NEW YORK, NY • 10/15-2/17

- Supported the editor in chief, executive editor, and managing editor
- Edited and wrote digital pieces, mostly commerce stories that would become consistent earners and the basis for our new strategy in that arena
- Designed and pitched a new process to better interpret data for a major editorial survey
- Worked with freelance writers, editors, and the finance team to resolve payment inquiries

CONTENT MARKETING MANAGER

INSIGHT MARKETING SOLUTIONS
PITTSBURGH, PA • 7/14-6/15

- Originated this role to refine the editorial process and direction for client content
- Edited site, blog, and social copy for grammar, brand voice, and search optimization
- Recruited, interviewed, and trained new hires, delegated copy team tasks, and monitored workload for three direct reports
- Determined KPIs to measure content performance and tailored strategy based on data
- Collaborated with development, SEM, and creative teams on copy decisions

SOCIAL MEDIA STRATEGIST

INSIGHT MARKETING SOLUTIONS
PITTSBURGH, PA • 7/13-7/14

- Developed organic and paid social campaigns for 10+ small business clients to achieve client goals in both lead generation and brand awareness
- Designed landing pages and promotional apps to accompany campaigns
- Maintained audience interactions with a quick response rate and brand-tailored voice

