**TIFFANY LIN**

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**EXPERIENCE**

**Food & Drink/Nutrition Editor** June 2016-present, *LIVESTRONG.COM*

• Editorial lead for the Food & Drink and Nutrition verticals.

• Create and implement writer and photographer guidelines.

• Spearhead every level of the editing process, from article conceptualizing to publication.  
• Assign articles to freelance contributors and track deadlines and payments.

• Produce a minimum of five pieces of content per week.

• Research and pitch news and feature articles to write or assign out.

• Manage and provide art direction for photo shoots.

• Collaborate with designers on creating visual content, including infographics and title slides.

**Branded Content Editor** August 2015-June 2016, *studioD, Demand Media*

• Editorial lead for 10+ high-profile brands.

• Manage content marketing production from ideation to final delivery.

• Conceptualize social and data-driven content that connects brands to their audiences.

• Review applications and hire, train and manage a network of 30+ freelance writers and copy editors.

• Assign projects, track deadlines and edit articles in a deadline-driven environment.

• Host writer webinars and write editorial guidelines to establish best practices.

• Collaborate with in-house designers to create online content in various text- and visual-based formats, including infographics, decision trees and feature articles.

**Editor** December 2012-July 2015, *Demand Media*

**•** Editorial lead for the Food & Drink, Garden, Parenting and Style verticals.

**•** Hosted weekly team meetings to discuss production goals and quality.

**•** Collaborated with 50+ freelance writers and copy editors to deliver online content in various formats, including recipes, how-tos, infographics and listicles.

**•** Successfully pitched and implemented the recipe and listicle formats.

**•** Audited articles for quality, accuracy and adherence to editorial guidelines and AP Style.

**•** Wrote and edited monthly blog posts and e-newsletters.

**Web Editor, Assistant Editor** September 2010-December 2012, *I-5 Publishing*

**•** Copy edited and uploaded daily online content to CMS; wrote weekly news items, polls and bi-weekly e-newsletters for CatChannel.com and DogChannel.com.

**•** Interviewed sources and wrote features, columns, product reviews and news items for four nation-wide magazines: Cat Fancy, Urban Farm, Chickens and Dog World.

**•** Edit all copy and layouts; inputted corrections via QuarkXPress with strict attention to formatting consistency.

**•** Selected and sized relevant photos via Photoshop for website content.

**•** Inputted contributor payments using Microsoft Dynamics; prepared and filed all contributor contracts.

**Editorial Intern** April 2010-July 2010, *Beckett Media LLC*

**•** Wrote full-length features, event calendars and book reviews for Romantic Homes and Cottages & Bungalows magazines.

**•** Conducted interviews to gather quotes and develop stories.

**•** Assisted editors with photo shoots and all stages of the editing process.

**Production Editor** June 2008-November 2008, *James Publishing Inc.*

**•** Edited law books and marketing brochures for spelling and grammatical errors.

**•** Typeset supplements with detailed attention to format quality.

**•** Collaborated with authors and attorney editors to ensure the accuracy of the final product.

**SKILLS**

AP Style, CMS, HTML, CSS, MS Office, Microsoft Dynamics, QuarkXPress

**EDUCATION**

**BA, English** 2003-2007, University of California, Santa Barbara TL