

Alyssa Smith

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Editorial Executive, Content Creator, and Events Director

Editorial Direction and Content Strategy • KPI Tracking • Event Planning • Talent Development
Team Leadership • Workflows • Digital and Print Editorial Operations • Client Relations

Qualifications

- **Energetic Editorial and Events Director** with 20+ years' publishing experience
 - **Organization-Oriented Professional** who launches complex events for niche markets
 - **Motivating Coach and Mentor** who leads and executes timelines for 2-9+ person teams
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Career Highlights

- Produced tentpole, best-in-class conferences hosted at Disney World and the National Press Club for internal and external communicators, at Ragan Communications (2023-current)
 - Launched successful *Entertainment Weekly* specials program at Dotdash Meredith (2014-2022) and published nearly 100 issues
 - Doubled net revenue for Dotdash Meredith by delivering titles on or below budget, earning key brand partnerships (History Channel, *Rolling Stone*, *Yoga Journal*, and *Clean Eating*), and expanding content strategy with existing partners (*National Geographic*)
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Professional Experience

Director of Conferences January 2023 — current

Ragan Communications | Remote

Recruited speakers, keynoters, and C-suite for content publisher serving the communications industry. Mentored and led a four-person events team and created guidelines for 15+ events annually, from three-day conferences to virtual events and webinars. Directly reported to CCO and coordinated with content, marketing, and editorial to provide best-in-class conference coverage.

- Developed strategies and streamlined content timelines, speaker intakes, templates, and procedures for events team, and implemented new procedures tailored to Trello and Asana
- Produced run-of-show emcee script coordinating 30-50 speakers, multiple sponsors, all AV presentations and demonstrations, and case studies/panels/sessions for multiple 3-day events
- Interviewed speakers on-stage, on webinars, and published articles on PRDaily and Ragan.com

Director of Editorial May 2022 — August 2022

Brainjolt Media | Remote

Managed editorial activities for digital e-commerce publisher and startup (65 employees) and led nine-person editorial team along with 20+ freelancers. Directly reported to CMO and led overarching digital strategy for the company by working closely with leadership to plan project priorities and timelines. Built SEO review guidelines and website structure for new product review franchise.

- Spearheaded \$22M net revenue in three days over Prime Day 2022 by developing editorial calendar for affiliate revenue program
- Boosted CTR from 4 to 7% by initiating A/B and dynamic testing for Facebook ad campaigns, including e-commerce schedule and content promotion
- Established workflows and guidelines for 3,000 annual pieces of affiliate content

Senior Editor

September 2014 — April 2022

Dotdash Meredith | New York, NY

Led key editorial projects (80+ annually), including launching Entertainment Weekly special issues program, acquisition of major brands for newsstand publication, and developing vanity, branded projects, digital projects, and marketing materials. Managed 20+ diverse editorial freelance team through assigning feature writing, oral histories, and Q&As. Developed publishing strategies and editorial calendars and managed marketing materials, communications, and content strategies.

- Doubled net revenue from 2014 to 2021 by delivering titles on or below budget and earning key brand partnerships
- Expanded *Entertainment Weekly* publication from two annual issues (2015) to 24 (2022), negotiated cover offers from Sony, Disney, Netflix, and others; edited tribute issues triggered by breaking news, with sales of 700k+ per issue
- Coordinated social media marketing with studios and web content on EW.com to drive sales to POD specials, resulting in \$500k+ in net revenue ton direct-to-consumer issues
- Pursued and championed cult classics like *Supernatural* leading to millions in revenue
- Collaborated closely with *National Geographic* to lead strategy and day-to-day support
- Guided vanity projects for AARP; packaged *Sports Illustrated Swim* calendars (\$1M in royalties annually); edited/authored feature stories and breaking news
- Acquired partnerships with major brands such as History Channel and *Rolling Stone*

Conference Director & Special Events Director

January 2014 — March 2020

CONstruct | New York, NY

Founded, funded, and directed SFX convention (2015, 2016, and 2018), including developing a business plan around a practical effects/makeup industry convention with hands-on workshops and tutorials. Pitched sponsors, industry leaders, and key talent to finance and develop event. Created and implemented marketing strategy, inclusive of newsletters, and managed day-of-schedule.

- Recruited luminaries such as the SNL makeup crew and the sculptor for *Avatar's* Na'vi
- Expanded to a two-day event in year 2, and registered more than 500 attendees in years 2 and 3

Editor

October 2007 — August 2014

Hearst Books, Sterling Publishing | New York, NY

Spearheaded editing projects, pitches to major brands, and project schedule for trade book publisher (500 employees). Collaborated with a team of three and reported to editorial director. Annually acquired 8-10 original licensed titles, managed 40+ NIP list, and launched trade books in series. Acquired titles with underserved magazines that led to bestseller successes.

- Developed pitches for Kohl's Cares holiday promotions for sale of over \$100k
- Pitched new trade book concepts to EIC and Executive Editors of *Cosmopolitan*, *House Beautiful*, *Popular Mechanics*, *Country Living*, and *Good Housekeeping*

Additional Experience

Guest Director, Ubercon | New York, NY

2003 — 2009

Associate Editor, Hatherleigh Press | New York, NY

2004 — 2007

Education

Bachelor of Arts in English/Writing, Wittenberg University | Springfield, OH

Project Management Professional (PMP)® Certification | Expected 2023