

# Tiffany Ayuda

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## Freelance Writer and Editor | March 2018-Present

- Write and edit health, nutrition, and fitness stories for a variety of publications, including Well+Good, NBC News Better, PopSugar Fitness, VeryWell, and Sharecare.com

## Senior Editor, Prevention.com | September 2018-November 2019

- Wrote, assigned, and edited diet, nutrition, fitness, and e-commerce content, which helped drive approximately 6 million pageviews every month
- Worked with leading health experts to write as-told-to pieces on controversial health topics, including abortion bans and vaccination
- Helped develop editorial strategy for e-commerce content with SEO and Google Trends best practices, which increased sales revenue more than 100 percent YoY
- Provided guidance to other editors on how to create SEO-driven product round-ups
- Created content for Amazon Prime Day, the Nordstrom Anniversary Sale, Labor Day and early Black Friday sales with affiliate partner links
- Covered news stories about celebrity fitness Instagram moments, sports, noteworthy product sales, and nutrition trends
- Worked with assistant editor to create a social media strategy on Instagram for fitness and e-commerce content
- Collaborated with photo and product teams to produce fitness shoots/content with top trainers, driving revenue for Hearst-branded workout DVDs and the All/Out Studio fitness app
- Oversaw content for syndication partners, such as MSN and LIFT

## Senior Editor, Eat This, Not That! | May 2018-September 2018

- Oversaw daily lineup of news, product roundups, kitchen secrets, health features and nutrition stories
- Assigned and top edited content for the weight loss, recipes, restaurants, groceries and better health verticals
- Wrote breaking news stories about nutrition, the latest food products and cooking gadgets, and fast food launches
- Built and managed a new team of 20 freelance writers, two interns and one lifestyle editor to produce approximately 150 stories every month
- Developed content for syndication partners, such as MSN, the TODAY Show and Apple News
- Curated products and materials for TODAY Show segments with CEO David Zinzenko and wrote the scripts used in the segments
- Worked closely with digital director to establish traffic goals and create new strategies for building SEO content
- Curated content for daily newsletter and developed new strategies to improve open and click-through rates and grow subscription numbers
- Built stories in WordPress and ensured that SEO best practices are applied to improve reach
- Co-hosted Facebook Live videos and brainstormed engaging social content, such as cooking demos, taste tests and interviews with dietitians, recipe developers and chefs

### **Editor, Life by Daily Burn | April 2016-March 2018**

- Pitched, wrote, edited and assigned content for the fitness, health, lifestyle and recipe verticals
- Managed a team of 20 freelance writers and recipe developers to produce approximately 20 SEO-focused, conversion-driving and well-researched stories per month
- Identified and recruited new writers, health and wellness experts and trainers to contribute to stories
- Worked closely with the editorial director to create traffic goals and strategies to execute overall vision for the site
- Reported content data and analyzed trends with Google Analytics and Trends, and used that data to inform content creation
- Curated and designed content for the weekly Life by Daily Burn newsletter and worked with a third-party agency to schedule deployment. Increased newsletter list from 80K to 200K in a year and a half
- Helped establish syndication and social partnerships with NBC News Better, Well+Good and Nutritious Life
- Organized photo and video shoots for fitness stories with trainers and created GIFs and graphics to embed into the articles
- Sourced images for stories through brand publicists, Twenty20, Pond5 and other stock photography sites
- Built articles in content management system with the best user experience in mind and ensured that SEO best practices are in place to maximize reach
- Promoted Daily Burn content on social media channels, including Facebook, Twitter and YouTube

### **Senior Associate Editor, Everyday Health | April 2014-March 2016**

- Wrote content for various channels on the site, including beauty, what to eat, fitness, and healthy living
- Managed Everyday Health's 28 daily newsletters and optimized content for custom newsletters powered through CORE (content optimization relevance engine), which drives 50+ million unique visitors to the site
- Worked with marketing, business intelligence, and product management teams to achieve newsletter traffic goals
- Organized weekly #HealthTalk Twitter chats with leading experts, such as Dr. Sanjay Gupta and Joy Bauer, around health awareness days, related news items and lifestyle topics
- Engaged #HealthTalk audience and identified KPIs for social growth. Grew Everyday Health's Twitter following 50K in a year and #HealthTalk audience to 400+ subscribers with an average of 165 contributors and 32.86 million impressions per chat in eight months
- Collaborated with social media editor to create campaigns and challenges via Twitter, Facebook, Pinterest and Instagram
- Established relationships with key medical voices at the nation's top hospitals and advocacy groups, including the FDA, the Department of Health and Human Services, the American Heart Association, the Alzheimer's Association and the National Cancer Society

- Produced Google Hangouts with top health influencers, including Frances Largeman-Roth and Meredith Vieira
- Scouted Google Hangout participants, conducted pre-interviews and wrote and edited video script
- Created weekly and monthly reports on #HealthTalk Twitter chat performance and newsletter metrics

#### **Associate Editor, South Beach Diet and Joy Bauer | October 2008-April 2014**

- Wrote, edited, and produced editorial content for the site, daily newsletters, and social media campaigns
- Managed a monthly editorial calendar and worked closely with the editorial director to approve pitches and stories
- Established relationships with potential success story candidates and wrote their stories on the site
- Cultivated community challenges on the message boards and worked with legal to organize official rules
- Collaborated with product team to deliver business initiatives and improve user experience on the site and mobile app
- Initiated efforts with marketing and SEO teams to improve member retention and lifetime value of the subscription product
- Teamed up with nutrition team to update meal plans and develop recipe packages on the site

#### **Education**

**Hofstra University**, Hempstead, NY

May 2008 | Bachelor of Arts in Print Journalism and minors in French and International Affairs

**New York University**, New York, NY

Summer 2010 and 2012 | School of Continuing and Professional Studies, Feature Writing for the Web

**Keri Glassman's The Nutrition School**

February 2015-April 2015 | Nutrition Certificate

**American Council on Exercise**

October 2017 | Certified Personal Trainer