

LEAH McLAUGHLIN

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HEAD OF CONTENT

EDITORIAL | STRATEGY | BRAND DEVELOPMENT | TEAM BUILDING

Creativity and integrity are the guiding forces of my career developing and distributing content for some of the world's leading health brands, including Johns Hopkins Medicine, UC Berkeley School of Public Health, Everydayhealth.com, and *Prevention*.

Having started as a journalist specializing in health and nutrition, my portfolio has grown to include digital content development, video production, book publishing, and live events. I have extensive expertise creating and shepherding multi-platform editorial strategy and, as a former business owner, I'm an operations geek, always focused on improving process, streamlining workflow, and increasing profit.

I help my teams envision the big picture and execute the fine details, and I believe in leading with empathy, fostering diversity, and providing transparency. A collaborative leader with an optimistic attitude, I inspire creative teams to do their best work under deadline. Those who have managed me directly know me as a good business partner who takes initiative to deliver results that are on time, on budget, and on brand.

- Content Creation
- Content Marketing
- Storytelling
- Project Management
- Creative Direction
- Content/Channel Strategy
- Prototype Development
- Product Roadmapping
- Print/Digital/Video/Social

EXPERIENCE

Condé Nast, New York NY

2015 – 2019

Director, Content Development Group

As head of this corporate-level editorial group, I worked with the Editors in Chief of Self, The New Yorker, and Vogue to create special interest publications, directing a team of up to 25 in partnership with the company's Head of Creative. I also worked with corporate sales leads to establish and build the custom-publishing and branded-content businesses. Reporting to the Chief Content Operations Officer, I was tapped to help reorganize the company's beauty and fashion teams into one cohesive, streamlined group.

- Managed department p&l and project budgets; grew revenue by 150% in first year
- Created integrated content programs for clients such as Target, Chevrolet, and Samsung
- Helped close company's first custom-publishing deals with Simon Malls (\$1.1MM) and goop.com
- Developed 25+ special interest publications annually, including all-time best sellers *Barack H. Obama*, *The Genius of Prince*, and *Self Your Best Body Ever*
- 2016 "Business Accelerator of the Year" employee-recognition award

Oxmoor House, Birmingham AL

2012 – 2014

Editorial Director

The Oxmoor House imprint publishes more than 130 books and special interest publications annually in partnership with Meredith Corp.'s lifestyle titles, including Real Simple, Cooking Light, and Health. Reporting to the President, I managed the department budget and product p&l's; supervised an editorial team of 40; and oversaw the company's most productive test kitchen, producing more than 1500 recipes with photos annually.

- Partnered with key clients such as Country Music Television, SEC, and Weber Grills to execute profitable multi-year publishing plans
- Liaised with market data and consumer research teams to inform publishing decisions
- Reduced client complaints by 50% by raising recipe development, photography, and design standards and improving inter-departmental communication

- Signed several high-profile authors, including Rick Bragg, whose book *My Southern Journey: True Stories from the Heart of the South*, was a *New York Times* bestseller
- 2015 James Beard Award, Best Cookbook, Focus on Health, *Cooking Light Mad Delicious*

Remedy Health Media, New York NY

2010 – 2011

Executive Vice President, Editorial

This company creates content for some of the world’s most prestigious health organizations, including Johns Hopkins Medicine and UC Berkeley School of Public Health. Reporting to the CEO, I was recruited to restructure the content team for a digital future, improve speed-to-market, and deliver new products for sponsorship.

- Increased overall audience by 35% by repositioning 3 national health magazines
- Implemented digital-first workflow to boost traffic, SEO and other KPIs/business metrics
- Conceived *RemedyMD*, a series of custom point-of-care editorial products
- 2012 Folio Eddy, Best Health Publication, *Diabetes Focus*

Edible Queens, LLC, New York NY

2009 – 2012

Owner & Publisher

I launched this website and quarterly magazine as a side business. It quickly became a must-read for New York food lovers, and our content was regularly picked up by The New York Times, New York magazine, and The Daily News. Within our first year, Edible Queens was voted Queens Business of the Year by local users of About.com.

- Drove all operations, including advertising sales, content, circulation, and distribution
- Directed all social media and video production/distribution
- Produced Queens Uncorked!, a borough-wide event celebrating Long Island wineries
- Launched World’s Fare blog platform and e-newsletter with 25+ freelance contributors

Prevention, New York NY

2006 – 2009

Brand Editor

In addition to producing service journalism features for the country’s largest health magazine (circulation of more than 2 million), I developed mobile apps, branded books, video, and subscription websites. I also approved licensing partnerships and led major editorial partnerships with ABC, NBC, and others.

- Developed best-in-class apps, subscription sites, books, video, and other branded products
- Owned product roadmap for all-time best-selling franchises focused on disease prevention
- Revamped the brand’s e-commerce platform to market all *Prevention*-branded products
- 2007 “Rodale Star” employee-recognition award

CONSULTING, New York, NY

- [Meredith Corp.](#) (2020): Contract writing for various magazines
- [LunchUnpacked.com](#) (2019): Recipe development for meal-plan startup targeting new mothers
- [EverydayHealth.com](#) (2011): Created daily news content for this personal-health website

EDUCATION

NEW YORK UNIVERSITY

B.A. English with Specialization in Writing

YALE UNIVERSITY

Professional Certificate, Publishing, 2011

TECHNICAL SKILLS

Microsoft Office (Word, Excel, PowerPoint), iWork (Pages, Numbers, Keynote) | Adobe Creative Suite (InDesign, InCopy, Photoshop, Illustrator) | Content Management: WoodWing, WordPress, Drupal | Project management: Basecamp | Analytics: Google

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