

Addison Aloian



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Portfolio: AddisonAloian.com



EXPERIENCE

Women's Health Magazine

Assistant Editor, Love & Life // New York, New York // January 2024 – present

- Writes/updates 10 digital/print articles for lifestyle, relationships, fitness, and health WH+ memberships per month
- Assigns/edits 2 digital evergreen articles by freelancers per month
- Interviews athletes like Suni Lee and JuJu Watkins

Editorial Assistant // New York, New York // June 2022 – December 2023

- Wrote/updated 6-7 digital/print news and evergreen articles per week for fitness, life, health, beauty, and e-commerce
- Interviewed celebrities like Katy Perry, Kate Hudson, Hailee Steinfeld, and Sarah Hyland for longform articles

Allure

Beauty & Pop Culture News Writer // New York, New York // February – May 2022

- Wrote 1-2 beauty trend articles each morning and longer-lede trend reports; interviewed makeup and nail artists
- Updated the copy and headlines of articles according to SEO annual refresh guidelines

V Magazine + VMAN

Editorial Intern // New York, New York // September – December 2021

- Wrote 3-4 articles per day: pop culture news stories and fashion and beauty e-commerce listicles with WordPress
- Interviewed Saweetie and actress Alex Shipp for a Gen V vertical feature; worked with fashion and beauty publicists

L'Officiel USA

Editorial Intern // New York, New York // June – August 2021

- Wrote 3 stories on fashion, pop culture, and beauty news and/or evergreen content per day using DatoCMS
- Pitched 5-8 story ideas at weekly meetings; built and edited stories from print magazines

Modern Luxury Media

Editorial Intern // Remote // September 2020 – May 2021

- Interviewed celebrities like Bobby Berk and @FoodieMagician for Gotham Magazine, Ocean Drive, and more
- Started "Gotham Guide" weekly column of new NYC restaurant openings and worked with local hospitality publicists

EDUCATION

New York University

Graduated Magna Cum Laude in Spring 2022, GPA: 3.918 / 4.000, Zeta Tau Alpha Sorority

B.F.A. Journalism, College of Arts and Sciences and Recorded Music, Tisch School of the Arts

SKILLS

- **Research Databases:** AP Newsroom, EBSCO Discovery Service, LexisNexis, ProQuest, PubMed
- **Content Management Systems (CMS):** Morweb, DatoCMS, Copilot, WordPress
- **SEO Training:** Keywords, Headlines, Meta Descriptions, Internal Linking, Image Optimization, Updating Stories
- **Publishing Tools:** AirTable, Parse.ly, Sailthru, Google Trends, Google Looker, Google Analytics
- **Social Media & Branding:** Instagram, Twitter, Facebook, Facebook Live Video
- **Video Editing:** Adobe Premiere Pro, iMovie, Windows Movie Maker
- **Microsoft Office:** Microsoft Word, Microsoft Excel, Microsoft Publisher, Microsoft PowerPoint, Microsoft OneNote