

Addison Aloian

CONTACT

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🌐 addisonaloian.com

EDUCATION

New York University

Bachelor of Fine Arts, 2022

Double major in 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, Linking, Image Optimization, Updating Stories

Publishing Tools: AirTable, Parse.ly, Saitlthru, Google Trends, Google Looker, Google Analytics

Social Media & Branding: Instagram, Twitter, Facebook, Facebook Live Video

Video Editing: Adobe Premiere Pro, Instagram Edit, iMovie, Windows Movie Maker

Microsoft Office: Word, Excel, Publisher, PowerPoint, OneNote

AWARDS

2025 People's Voice Webby Award in Websites and Mobile Sites for writing weekly *WH+* membership-exclusive newsletter

EXPERIENCE

Women's Health Magazine (New York, NY)

Associate Health & Fitness Editor // December 2024 – present

- Runs point on large fitness projects like the 2026 Fitness Awards and 2025 Sneaker Awards, including picking the best products to feature, coordinating product call-ins with publicists, assigning products for editors to test, and writing the packages
- Assigns and edits 16 health, weight loss, and fitness stories per month across digital and print (evergreen, news, SEO, and features)
- Writes 2 health, weight loss, and fitness stories per month across digital and print (evergreen, news, SEO, and features)
- Strategically updates 5 health, weight loss, and fitness stories per month to reflect brand voice by pulling recent research, interviewing new sources, and optimizing for SEO guidelines
- Analyzes monthly traffic and pitches 5-10 stories each month based on the highest-viewed stories
- Edits and acts as on-camera talent in social media and branded content videos

Assistant Love & Life Editor // January – November 2024

- Helped convert readers into paying *WH+* subscribers by writing/updated 2-3 membership-exclusive fitness stories, such as the Ultimate Abs Challenge and Strength Transformation franchise
- Wrote weekly *WH+* membership-exclusive newsletter for 42,000 subscribers; choosing stories across all verticals to feature and writing short, punchy copy to entice readers into learning more
- Assigned and edited 5 digital lifestyle and relationships stories per month
- Wrote/updated updated 7 digital stories across the lifestyle, relationships, and sex verticals
- Interviewed athletes like Suni Lee and Juju Watkins on their mental health strategies

Editorial Assistant // June 2022 – December 2023

- Wrote/updated 20 digital news and evergreen fitness, lifestyle, health, beauty, and e-commerce stories per month, some of which also appeared in print
- Interviewed celebrities like Katy Perry, Kate Hudson, and Gisele Bündchen on their diet and workouts
- Assisted the Editor-in-Chief in scheduling meetings with executives and coordinating calls with cover talent teams, including that of Jill Biden

Allure (New York, NY)

Beauty & Pop Culture News Writer // February – May 2022

- Wrote 2 beauty and e-commerce news stories per morning
- Wrote/strategically updated 2 longer interview features, trend reports, or service stories per week

V Magazine + VMAN (New York, NY)

Editorial Intern // September – December 2021

- Wrote 3-4 news or evergreen trend stories across the pop culture, fashion, beauty, and e-commerce verticals per day
- Attended and covered events in New York City, such as NYFW shows
- Interviewed celebrities Saweetie and Alex Shipp for longform profiles