

Addison Aloian



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Portfolio: AddisonAloian.com



EXPERIENCE

Women's Health Magazine

Associate Health & Fitness Editor // New York, New York // December 2024 – present

- Assigns/edits 16 digital health, weight loss, and fitness articles per month
- Writes/updates 5 digital and print health, weight loss, and fitness articles per month
- Runs point on larger fitness projects, such as organizing and writing the 2025 Sneaker Awards package
- Acts as on-camera talent for branded content social media videos

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

- Assigned/edited 5 digital lifestyle and relationships articles per month
- Wrote/updated 7 digital lifestyle and relationships articles and 2-3 Women's Health+ membership articles per month
- Interviewed athletes like Suni Lee and JuJu Watkins for longform articles
- Won 2025 People's Choice Webby Award (health, wellness, & lifestyle) for writing the membership-exclusive newsletter

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

- Wrote/updated 20 digital/print news and evergreen fitness, life, health, beauty, and e-commerce articles per month
- 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/updated 2 beauty news articles per morning and 2 longer-lede trend reports or service stories per week

V Magazine + VMAN

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

- Wrote 3-4 pop culture news and fashion/beauty e-commerce articles per day
- Interviewed celebrities Saweetie and actress Alex Shipp for longform Gen V features

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
- **Certifications:** NASM-Certified Personal Trainer
- **SEO Training:** Keywords, Headlines, Meta Descriptions, Internal Linking, Image Optimization, Updating Stories
- **Publishing Tools:** AirTable, Parse.ly, Salthru, 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