

# BELLA GERARD

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With a knack for creative angling, a passion for original content and a surprising penchant for TikTok, I am the editor ready to elevate and expand your company's reach. Whether you're looking to appeal to (or just understand!) Gen Z or seek a deep dive into all things fashion, my creativity, candor and connections make me an authority in my field.

### EXPERIENCE

#### **FASHION & LIFESTYLE EDITOR at STYLECASTER | Penske Media Co. | Feb 2020 – March 2022**

- ❖ Ideated/Managed fashion editorial calendar including News, Street Style, Trends, Shopping, Celebrity Looks
- ❖ Ideated/Managed lifestyle editorial calendar including Astrology, Home, Travel, Love & Sex, Food & Bev
- ❖ Managed Fashion & Lifestyle Writer and assigned/edited/published content from numerous freelancers
- ❖ Spearheaded creative direction and styling for celeb shoots ft. Rachel Brosnahan, MJ Rodriguez and others
- ❖ Consulted analytics and best SEO practices to maximize organic search and social traffic for all content
- ❖ Improved pageview strategy with 248% YOY growth in astrology and 297% YOY growth for horoscopes
- ❖ Wrote 3-6 stories daily, including industry news, first-person reviews, trending hot takes and more
- ❖ Worked alongside e-commerce team to produce effective guaranteed edit articles and branded placements
- ❖ Attended virtual and in-person events and desksides to build relationships with PR and brand personnel

#### **FASHION & BEAUTY CONTENT CREATOR | June 2018 - Present**

- ❖ Creates engaging sponsored content on TikTok and Instagram to a combined audience of 101K followers
- ❖ Past partnerships include Rakuten, DSW, Arlo Hotels, ClassPass, Poshmark and more

#### **BEAUTY & STYLE WRITER at ELITE DAILY | Bustle Digital Group | June 2018 - Feb 2020**

- ❖ Pitched, wrote and self-published beauty and style articles daily
- ❖ Attended events and contributed to live event coverage during awards season, fashion week, etc.

#### **EDITORIAL ASSISTANT at HEALTH.COM | Meredith Corp. | June 2017 - April 2018**

- ❖ Scheduled daily social media content for *Health* via Curalate, Socialflow and in-app posting
- ❖ Created graphics and video content for Instagram, IG Stories and Pinterest
- ❖ Pitched and wrote beauty content (trends, sales, first-person trials, and evergreen stories)
- ❖ Beauty content regularly syndicated by brands including *InStyle*, *Real Simple*, *Southern Living* and *PEOPLE*

#### **CREATIVE MARKETING INTERN at TARTE COSMETICS | July 2016 - Sept 2016**

- ❖ Assisted marketing department with competitive analyses, product naming and weekly mailer prep

#### **CONTENT CREATOR at GEORGETOWN UNIVERSITY | Aug 2015-May 2017**

- ❖ Selected to represent the student body in a first-person documentary series that used social media and daily video blogs to highlight life on campus for alumni and prospective students
  - ❖ Provided content for the university's official social media pages and georgetownstories.com
  - ❖ Program resulted in +105% YOY increase of engaged users on the University's Facebook and +162% on Instagram, inspiring 3,265+ organic social media posts from other students

#### **PHOTO INTERN at HEALTH MAGAZINE | Time Inc. | June-Aug 2015**

- ❖ Helped prep print and digital content for both *Health* and *All You* print magazines
- ❖ Attended photo shoots and aided clothing, prop, and food stylists as needed

### EDUCATION

#### **GEORGETOWN UNIVERSITY | BA in English, Minor in Studio Art | 2013-2017**

- ❖ Fellowship at the Lannan Center for Poetics and Social Practice, Office of the President
- ❖ Awarded Honors for thesis and received the 2016 Uncommon Grounds Arts Scholarship for photography
- ❖ Editor and Social Media Manager for Georgetown's Premier Fashion & Lifestyle Blog, Member of The National Society for Collegiate Scholars, Member of Georgetown Cheerleading

### SKILLS & INTERESTS

TikTok, Instagram, Digital Content Creation, Writing, Editing, Storytelling, Photography, Photoshop, Fashion, Trend Analysis and Forecasting, SEO Best Practices, Branded Content, Influencer Marketing