

ABOUT ME

Pop culture journalist with a specialization in news, interviews, and SEO. Able to write and edit feature-length and trending stories, as well as mentor other writers to do the same. Can usually be found talking about Harry Styles.

CONTACT

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www.hedyphillips.com

EDUCATION



UNIVERSITY OF CENTRAL FLORIDA

Bachelor's in Journalism
Minor in Music

HEDY PHILLIPS

WRITER & EDITOR

EXPERIENCE

STYLE EDITOR

PEOPLE (2022-Current)

- Work with senior staff to cover celebrity fashion and beauty news for the site each day
- Conduct celebrity interviews in fashion and beauty
- Work with PR and brands to set up features for the site to drive traffic and engagement

DIGITAL DIRECTOR

EUPHORIA. (2020-2022)

- Oversaw a team of contributors, which included assigning and editing news, features, and interviews
- Managed the day-to-day functions of the site and social media
- Crafted music release news, celebrity interviews, and digital cover stories that drive 100K+ page views per month

FREELANCE ENTERTAINMENT & LIFESTYLE WRITER

(2018-2022)

- Pitched and wrote 10-20 stories per week, ranging from entertainment trending news to SEO-driven stories and interview features. Editorial bylines include PAPER, POPSUGAR, Cosmo, InStyle, Eat This Not That, Reader's Digest, TV Guide, and Refinery29

NEWS EDITOR

HelloGiggles (2020-2021)

- Outlined daily news coverage based on breaking news, events, and trends across celebrity, entertainment, fashion, and beauty
- Oversaw a team of freelance writers and editorial assistants, including assigning and editing their work
- Wrote news and ecommerce stories as needed, as well as features across all verticals, driving 1M+ page views per month

EDITOR

POPSUGAR (2013-2020)

- Oversaw contributor content and developed trending and SEO-focused stories in both entertainment and fitness
- Assigned, edited, and wrote all display copy for more than 175 stories per month
- Drove half of the site's traffic with just contributor content
- Wrote stories for the site based on news and trends, as well as longer features that included interviews