

MEGAN DEEM

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Award-winning beauty expert with deep experience engaging consumers across all sectors, from luxury to mass market. Strategic and creative thinker highly skilled in print and digital platforms. Seeking to employ strategic, insights-driven, creative marketing to engage communities with compelling content and experiences, driving conversations within the target market.

EDUCATION

NEW YORK UNIVERSITY, Leonard N. Stern School of Business

Master of Business Administration

Specializations in Leadership and Change Management, Marketing, and Strategy

New York, NY

August 2020

UNIVERSITY OF VIRGINIA

Bachelor of Arts

Charlottesville, VA

May 1996

EXPERIENCE

WRITER, EDITOR, AND CONSULTANT

New York, NY

2016 – Present

Leverage strong understanding of beauty consumer to create focused marketing strategies aligned with client's commercial goals, ultimately linking advertiser to user

- Harper's Bazaar Contributing Beauty Editor (2019 - 2020)
- Elle Interim Beauty Director (2018 - 2019). Mentored and managed team of two, focused on improving their writing and idea generation skills
- Origins Consulting Editor (2016 - 2017). Responsible for initiation and launch of Origins.com blog, The Goods, to test new medium for reaching target consumer, particularly millennials. Oversaw all aspects of The Goods, from generating story ideas in concert with Origins marketing team to drive product sales to assigning and editing all blog copy
- Editorial clients include: ArchitecturalDigest.com, Domino, Elle, Harper's Bazaar, The Wall Street Journal, Town & Country, Violet Grey, Vogue, and WSJ
- Corporate clients include: Alala, Drunk Elephant, Editions de Parfums Frédéric Malle, Escada Fragrances, Glow Recipe, Kiehl's Since 1851, L'Oréal Paris, Nars, Shiseido, and Stitch Fix
- For confidential cosmetics company client, created SEO-enhanced online content, increasing sales of targeted products
- For ViacomCBS, wrote for The Guide and ET verticals, leading to growth of ecommerce and affiliate revenue streams

O, THE OPRAH MAGAZINE

Executive Beauty Editor

New York, NY

2014 – 2016

- Utilized deep understanding of Oprah readers for benefit of magazine partners via monthly beauty copy
- Represented magazine in market with advertisers and public relations executives
- Contributed beauty content, including video scripts, to Oprah.com to drive reader engagement in beauty channel

INSTYLE

Senior Editor

New York, NY

2008 – 2013

- Responsible for monthly fashion copy, helping promote relevant magazine partners to InStyle readers
- Handled all celebrity contributors to fashion sections, including negotiating with public relations representatives and developing specific content with celebrities themselves
- Contributed daily luxury fashion pick and write-up to InStyle.com to attract and retain luxury advertisers to website

ELLE

Senior Editor, Beauty and Fitness

New York, NY

2003 – 2008

- Contributed to monthly beauty and fitness sections, including story and visual ideas
- Represented magazine in meetings with advertisers and public relations executives
- Contributed weekly tastemaker profile to Elle.com as way to encourage reader engagement

ADDITIONAL INFORMATION

- Six-time winner of Fragrance Foundation Award for Editorial Excellence in Fragrance Coverage
- Winner of American Academy of Dermatology Golden Triangle Award—Media
- *The Beautiful Skin Workout* (St. Martin's Griffin), co-author
- Museum of Modern Art Information Desk Volunteer (November 2005 – Present)
- Phillips Exeter Academy Class Agent, Class of 1992