

# Alessandra Foresto

Senior Strategic Planning and Operations Leader

alessandraforesto.com

## EXPERIENCE

### **Vox Media, NY — Chief of Staff, Lifestyle Group**

MARCH 2024 - PRESENT

Participate in senior level decision-making and act as a strategic thought partner and advisor to the Group Publisher for Eater, Thrillist, Punch and PS, helping to extend their internal and external reach.

Ensure the short and long-term efficiency, effectiveness and success of the Lifestyle Group's operations by aligning all leaders on priority initiatives and goals, and ensuring achievement of objectives.

Act as the communication arm for the Publisher and Lifestyle Group, strengthening department-wide collaboration and guaranteeing goal clarity across all levels of the organization.

Manage people operations across more than 250 employees, partnering with human resources, finance, recruiting, legal counsel, and other operations and C-Suite leaders on organizational challenges and opportunities, effective recruiting and employee retention, team structures, internal conflicts, union negotiations, career development, and DEI+ efforts.

Develop, manage and execute organization-wide special projects, such as brand reinventions, team restructurings, cost-saving exercises, revenue diversification efforts, engineering and information technology tool creation.

Own all AI initiatives and processes across the organization, including building policies to test and create tools within legal and ethical parameters.

### **Vox Media, NY — Executive Operations Director**

JANUARY 2022 - MARCH 2024

Led production, newsroom operations, and resource management for PS, creating high-performance and efficient editorial systems and ensuring projects are appropriately staffed, funded, and resourced across the editorial, social, distribution, creative and video teams.

Owned the brand's operating budget, including headcount allocation, tool and vendor management, freelancer operations, and cost-saving initiatives.

Ran all affiliate commerce operations and strategy, as well as management of multimillion-dollar flat fee and gross merchandise value partnerships.

Guided the Vox Media engineering, product and information technology teams through a multi-year CMS and front-end migration, prioritizing streamlined workflows, growth, recirculation, user experience, and brand impact.

Developed and led talent recruitment strategy, ensuring roles were quickly filled with industry-leading talent and upholding commitment to an equitable and unbiased hiring process.

Established the brand's analytics-driven content strategy setting KPIs for the newsroom, and oversaw all audience growth initiatives (including audience development, SEO, social distribution and newsletter teams).

Led the integration of POPSUGAR into Vox Media, guaranteeing fast and efficient mergers across legal, finance, marketing, and HR best practices.

## SKILLS

Guiding teams to successfully meet their short- and long-term goals via strong process creation and project management.

Enhancing cross-collaboration among departments in large orgs.

Strengthening people operations, including recruiting, retention, DEI+, personnel matters.

Excellent interpersonal skills, creative problem solving, and ability to work independently and in a collaborative environment.

Compassionate and engaging people manager.

## OTHER EXPERIENCE

### **POPSUGAR, Group Nine Media, NY —**

*Deputy Editor & Editorial Operations Director*

JANUARY 2019 - DECEMBER 2021

### **POPSUGAR, SUGAR INC., NY — Director,**

*Freelancer Operations*

OCTOBER 2017 - DECEMBER 2018

*Content Director & Editor*

APRIL 2015 - SEPTEMBER 2017

### **Fit Pregnancy and Natural Health, American Media, NY — Beauty Editor**

SEPTEMBER 2013 - MARCH 2015

### **O, the Oprah Magazine, Hearst**

**Magazines, NY — Associate Beauty Editor**

JUNE 2009 - AUGUST 2013

## AWARDS

2014 National Magazine Awards in Leisure Interests

2016 The Fragrance Foundation Award for Editorial Excellence in Fragrance Coverage - Article

## LANGUAGES

Fluent in Spanish; intermediate Italian

## EDUCATION

Bachelor of Arts in Mass Media Studies and Political Science — Hofstra University

Full-tuition scholarship by the Fulbright Commission. Magna Cum Laude & Phi Beta Kappa.