

ALESSANDRA FORESTO

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SUMMARY

Results-driven editorial and operations leader with 15+ years in digital media, specializing in strategic planning, team leadership, and revenue growth. Skilled at streamlining workflows, fostering cross-functional collaboration, and implementing DEI+ initiatives to build inclusive, high-performing teams. Passionate about driving innovation and efficiency while cultivating a supportive work culture. Experienced mentor and people manager, known for seamless problem-solving and optimizing resources in fast-paced environments.

EXPERIENCE

Chief of Staff, Lifestyle Group

Vox Media • New York, NY

March 2024 – Jan. 2025

- Participated in senior-level decision-making and acted as a strategic thought partner and advisor to the Group Publisher for Eater, Thrillist, Punch, and PS, extending their internal and external reach.
- Ensured 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.
- Strengthened department-wide collaboration and guaranteed goal clarity across all levels of the organization.
- Managed people operations for 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.
- Developed, managed, and executed organization-wide special projects, including brand reinventions, team restructurings, cost-saving exercises, revenue diversification efforts, and CMS migrations.
- Owned AI initiatives and processes across the organization, creating policies to test and develop tools within legal and ethical parameters.

Executive Operations Director, Popsugar

Vox Media • New York, NY

Jan. 2022 – March 2024

- Led production, newsroom operations, and resource management, ensuring projects were appropriately staffed, funded, and resourced across editorial, social, distribution, creative, and video teams.
- Managed the brand's operating budget, headcount allocation, tool and vendor management, freelancer operations, and cost-saving initiatives, reducing expenses by over 50%.
- Directed affiliate commerce operations and strategy, overseeing multimillion-dollar partnerships and increasing revenue by 350%.
- Spearheaded a multi-year CMS and front-end migration, in partnership with engineering, product and IT teams, enhancing workflow efficiency, user experience, SEO best practices, audience growth and brand impact.
- Established an analytics-driven content strategy, setting KPIs for the newsroom and overseeing audience growth initiatives, including SEO, social distribution and newsletters.
- 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.
- Led the integration of POPSUGAR into Vox Media, ensuring seamless mergers across legal, finance, marketing, and HR best practices.

Deputy Editor, Popsugar

Group Nine Media • New York, NY

July 2020 – Dec. 2021

- Developed and executed content strategy, leading the editorial team to create engaging, service-driven content for 300 million monthly readers.
- Managed the copy team, guaranteeing correction-free content across the .com, socials, newsletters, and YouTube.
- Strengthened centralized editorial processes and strategy, including legal-compliant photo guidelines and growth-focused SEO planning.
- Spearheaded DEI+ initiatives through leadership in Popsugar's Representation Steering Committee and Group Nine Media's IDEA Council's Career Committee.

Editorial Operations Director, Popsugar

Group Nine Media • New York, NY

Dec. 2018 – July 2020

- Partnered with consumer marketing and sales teams to lead operations and execution for multi-million-dollar sold editorial destinations.
- Acted as the liaison between editorial and product teams, creating CMS tools and innovative solutions to drive audience growth.
- Managed PS Fitness, implementing an SEO-driven content strategy that increased audience engagement by 50%.

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Director of Freelance Operations, Popsugar

Sugar Inc. • New York, NY

Oct. 2017 – Nov. 2018

- Directed editorial strategy for the brand's contributor network, overseeing a team of 6 editors on the production of 400-600 monthly pieces responsible for over 25% of SEO referrals to the site.
- Leveraged data analytics to refine content strategy, identifying high-performing topics and optimizing editorial focus to drive engagement and search visibility.
- Led product development initiatives to optimize freelancer tools, increasing output efficiency by 500%.
- Managed contributor budgets, contracts, and legal compliance, ensuring streamlined operations.

Content Director, Popsugar

Sugar Inc. • New York, NY

July 2017 – Oct. 2017

- Guided editorial strategy for PS Family, leveraging audience metrics to create compelling, trending, and evergreen content, SEO tactics and social programming.
- Streamlined editorial processes to improve efficiency and scalability while developing editorial partnerships and franchises to increase brand exposure.
- Engineered large-scale editorial tentpoles and long-form features to drive engagement and revenue, including product awards.

Founding Editor and Content Director, Popsugar

Sugar Inc. • New York, NY

April 2015 – June 2017

- Launched PS Latina (now PS Juntos), developing editorial voice, content calendars, franchises and tentpoles, and audience growth strategies, increasing Latinx comScore from 800K to 6.7 million unique visitors.
- Established partnerships with other Latinx media and celebrity contributors (including one of the most followed Mexican stars), significantly increasing brand reach and recognition.
- Ideated revenue-driving initiatives, including the brand's first identity-driven destination for Latinx Heritage Month.
- Closely partnered with the branded content team in creating advertising packages and sponsorship opportunities for the multicultural market.

Beauty Editor, Fit Pregnancy and Natural Health

American Media Inc. • New York, NY

Sept. 2013 – March 2015

- Led the redesign and rebranding of 20+ monthly beauty pages on both titles, partnering with ad sales, design, marketing, and photo departments.

Assistant Beauty Editor / Associate Beauty Editor, Oprah Magazine

Hearst Magazines • New York, NY

June 2019 – Aug. 2013

- Wrote and edited 10+ monthly pages, including news items, award-winning reported features, and Oprah's Favorite Things.
- Produced beauty photo shoots from casting to concept in close partnership with the photo, casting and art departments.

FREELANCE

Dr. Oz The Good Life • Martha Stewart Living • The Knot • Birchbox • Women's Health • Parents Latina • CosmoGirl.com • SELF

AWARDS

- 2016 The Fragrance Foundation Award for Editorial Excellence in Fragrance Coverage - Article for Dr. Oz The Good Life's "Oooh...I Love That Scent"
- 2014 National Magazine Awards in Leisure Interests for O, the Oprah Magazine's "Hair Extravaganza"

SKILLS

Strategic Planning & Leadership • Editorial & Content Strategy • AI & Automation in Media • Audience Development & SEO • Revenue Growth & Affiliate Commerce • Workflow Optimization & CMS Management • Data-Driven Decision Making • DEI+ Initiatives & Talent Development • Budget & P&L Management • Cross-Functional Team Leadership

EDUCATION

Bachelor of Arts in Mass Media Studies and Political Science • Hofstra University, Hempstead, NY
Full-tuition scholarship by the Fulbright Commission • Magna Cum Laude • Phi Beta Kappa