

# Dana Schulz

I am an editor, writer, and content strategist with more than a decade of experience in digital media with proven success in growing website traffic and engagement, charting best content practices, and training staff.

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## Professional Experience

### **Best Life, Deputy Editor**

**July 2022-Present**

- In first six months, increased traffic by 34 percent from the previous six months and 97 percent year-over-year
- Oversee all content verticals—including health, shopping, travel, relationships, finance, and daily news—by assigning, editing, and writing more than 200 stories per month
- Track key performance indicators to strategize organic traffic, as well as content for news apps such as Google Discover, Google News, Smart News, and MSN
- Manage SEO operations by monitoring rankings, refreshing content, and researching new keywords to target

### **Marketproof, Editorial Director**

**January 2022- July 2022**

- Built a content platform around the topics of real estate data, market trends, and city living
- Executed all email newsletters, social media, and research-based feature stories

### **Parade.com, Contributing Writer**

**October 2021-July 2022**

- Researched, wrote, and optimized e-commerce lifestyle stories related to fashion, gifts, and children

### **6sqft, Managing Editor**

**July 2014-October 2021**

- Created a content strategy that increased monthly traffic by 400 percent in just one year
- Wrote and assigned up to 175 stories per month on the topics of local news and policy, architecture and design, real estate, food and dining, shopping, and shelter trends
- Managed daily social media calendar and continuously evolved best practices throughout social channels
- Built a ground-up e-commerce program that doubled revenue in one year from affiliate content
- Ran the site's advertising arm through a self-created branded content program marketed to real estate developers and agents, which became the number-one source of revenue in six months

### **Koszyn & Company, Development Associate**

**March 2013- July 2014**

- Wrote and edited fundraising proposals and case statements while developing marketing strategies with clients

### **Village Preservation, Program & Administrative Associate**

**August 2010-March 2013**

- Coordinated and marketed 50 annual public events, including lectures, panels, film screenings, and walking tours
  - Managed social media operations and company blog
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## Skills

- **Content Editing:** WordPress, Rebelmouse, custom-built CMS systems
  - **Analytics:** Google Analytics, Google Search Console, Ahrefs, Parse.ly, MSN Partner Hub, Chartbeat
  - **E-commerce:** Amazon Associates, CJ Affiliate, ShareASale, Skimlinks
  - **Email Marketing:** Mailchimp, Campaign Monitor, Iterable, Beehiiv
  - **Social Media:** Facebook Business, Instagram, Later, Pinterest, Sprout Social, Tailwind Pro
  - **Technical:** G-Suite, Slack, Monday.com, Canva
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## Education

### **New York University**

**Bachelor of Arts: May 2010**

- Major: Urban Design & Architecture Studies; Minor: Studio Art
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## Hobbies and Volunteer Work

- As a licensed NYC Sightseeing Guide, I create and lead tours about cultural and architectural history.
- I serve on the Board of Directors for the Historic Districts Council.