

LIZ KRIEGER

EDITOR + WRITER

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Brooklyn, NY



www.lizkrieger.com

EDUCATION

Bachelor's Degree
Comparative Literature
BROWN UNIVERSITY

BACKGROUND

Highly experienced writer and editor with expertise in generating beauty, health, style, parenting and general feature articles and multimedia content for national magazine brands—print and digital. Skilled in producing winning copy for major brands, including content marketing, social media writing, and site materials.

EXPERIENCE

FREELANCE EDITOR & WRITER—Branded & Editorial Content | 2008-present

+ Contract editing roles at both senior- and deputy editor-level at dozens of publications including: *Parents, Health, American Baby, Good Housekeeping, OK!, Scholastic Parent + Child, SELF, Shape, Every Day With Rachael Ray, InStyle, and Weight Watchers*. Many positions were 3-6 months – maternity leave coverage. High-level story conception, packaging, assigning, top editing. I bring big ideas + next-level execution. Deep reserve of skilled writers on a range of topics, especially beauty, parenting, lifestyle and wellness.

+ Create copywriting, social posts, branded and marketing content for clients including Birchbox, Bumble and bumble, Roller Rabbit, Babycenter.com, Hearst Digital Studio, Sephora, Danone, Adidas, UCSF, Olay, the National Resources Defense Council, J&J.

+ Contribute articles to publications including *Self, Bazaar, Women's Health, In Style, Fitness, Salon.com, Allure, Town & Country, Travel + Leisure, Glamour, Health, Real Simple, WebMD.com*, and more.

+ Senior copywriter at Bumble and bumble (Dec 2017-August 2018); interim copywriter Birchbox (Aug 2018 – March 2019); copywriter, Roller Rabbit (Aug 2018-April 2019).

SENIOR EDITOR, *Real Simple* magazine | 2006-2008

Edited all the health, wellness, spa, and fitness coverage, creating cohesive, compelling packages for special issues.

SENIOR EDITOR, *Allure* magazine | 2005-2006

Assigned and edited health and beauty articles, including spa and travel content. Edited features, FOB and BOB sections.

ASSOCIATE EDITOR, *More* magazine | 2004-2005

Assigned and edited a range of health coverage, including all the monthly news pages.

CORRESPONDENT, *Newsweek* magazine, Paris, France | 2003

Wrote articles on culture, travel, business, and international news.

ASSOCIATE EDITOR, *WebMD.com*, San Francisco, CA | 2000-2002

Assigned and edited the feature articles on women's health and fitness topics.