

Profile

Experienced media professional with expertise in all facets of brand storytelling. Detail-driven communicator with a strong track record of project execution, from conception to completion. Excellent writer and engaging presenter. Seeking a creative, collaborative, and cross-functional environment.

Expertise

- Brand Marketing & Strategy Alignment • Proactive, Solutions Oriented and Deadline-Driven • Creative Editorial and Photo Direction • Performance Metric Analysis & Tracking
- Exceptional Copywriting, Editing, and Communication • Print, Online, Video, & Social Media Platforms • Nimble Response to New Direction • Team Hiring & Management
- Cross-Functional Team Collaboration • Advanced Understanding of Trends, Aesthetics, and Design

Professional Experience

FREELANCE EDITORIAL DIRECTOR, DIGITAL INNOVATION TEAM,/ RALPH LAUREN/ NEW YORK, NY SEPTEMBER 2020 – PRESENT

- Creative Development: Guide the strategic creation and management of new digital content that range from site launches to traditional stories and features to landing pages, videos, and more enterprising concepts for **Polo, Ralph Lauren Home** and **Lauren Ralph Lauren**. Track and analyze results to inform editorial direction.
- Managing and Editing: Recruit and manage freelancers, assigning stories and coordinating deadlines. Work with the writers on improving the clarity and focus of the copy.
- Collaborating: Align with design and digital teams to plan and concept storytelling for Polo men's and women's collections, **Lauren Ralph Lauren, Ralph Lauren Home**, and the **Polo App**. Work with e-commerce team to determine integration into landing pages.
- Video: Concept, research, write and revise scripts, interview experts, and advise the creative development and execution of videos for the **Ralph Lauren** site as well as for the **Polo App**, YouTube, and other social platforms.

BRAND STORYTELLER, CONTENT CREATOR + STRATEGIST / NEW FARM CREATIVE/ JUNE 2018-PRESENT

CONTENT STRATEGY

- Leverage industry expertise and collaborate on editorial ideation, providing research and trend insights to inspire content strategies and creative direction for clients such as **Unilever, Gillette, and Revlon**.
- Lead and develop content marketing direction of **Mastercard's** revamped online platform to promote one of the company's largest content marketing initiatives. Creatively collaborate with luxury public relations firm and **Mastercard** on concept, key deliverables, timeline, implementing strategies across a variety of platforms.
- Aid in the launch of an internal **PVH's** internal employee publication. Communicate the core corporate values to the larger enterprise, a venerable luxury fashion conglomerate that owns **Calvin Klein** and **Tommy Hilfiger**. Curate, select and write relevant content to connect and engage 38,000 employees worldwide.

CONTENT DEVELOPMENT

- Collaborate with consumer brands to conceptualize and build out compelling branded content that supports key external messaging in print, digital, social, video, and e-mail newsletter formats. Clients include: **Compass, UntuckIt, Birchbox, BoxyCharm, Faherty, Perricone MD, Olivers Apparel, and Zero Halliburton**.
- Wrote **UntuckIt** 2019 Father's Day campaign. Campaign increased engagement by 120% and increased site traffic by 55%; Developed "Best of" holiday content, which catapulted story SEO ranking to number one.
- Strategized, researched, and crafted original video scripts for the launch of **Compass** real estate brokerage firm's video initiative marketing brokers to regional markets.
- Created forty pieces of original content for the launch of re-branded Zero Halliburton website. Ensured brand messaging and objectives were compelling and consistent.
- Wrote and produced editorial stories and in-depth packages on travel, style, and design for brands such as **AFAR magazine, Men's Journal, Surface magazine, Watch Journal, 99U, Edible Magazine - San Luis Obispo and Wine Country**, and more.

SANDRA NYGAARD

Professional Experience (continued)

FASHION + GROOMING DIRECTOR / MEN'S HEALTH MAGAZINE/ NEW YORK

MAY 2013—JUNE 2018

- Managed online style and grooming team and content for 13 million unique visitors per month at menshealth.com/style. Conceived Web-only stories and packages; edited all online stories, news briefs, slideshows to ensure consistent voice and style was maintained; created new Web-only franchises; authored weekly style e-mail newsletters that reached 60,000 readers (578 percent growth); grew social media audience and managed Twitter content to 196k followers (132 percent growth) and Instagram content to 70k followers (2031 percent growth), and 65k Facebook followers (300 percent growth).
- Worked closely with marketing department to conceive and execute value-added incentives to advertisers and act as brand ambassador and style expert at in-store events, promotions and parties with ad partners.
- Participated as a style and grooming expert in stories, panel discussions, public appearances, television appearances, Podcasts, and Web videos.

SENIOR FASHION + GROOMING EDITOR / MEN'S HEALTH MAGAZINE/ NEW YORK

SEPT 2006—MAY 2013

- Conceived, researched and crafted compelling service-driven fashion and grooming pieces each month for the world's largest men's magazine: Recruited and assigned freelancers, managed the story process, and edited copy assigned. Styled on-location cover shoots and fashion stories with celebrity cover subjects and models. Worked closely with the editor-in-chief and creative director to execute their visions for the *Men's Health* brand.
- Lead annual Grooming Award issue and bi-annual Style Guide 20-page features

MARKET EDITOR/REPORTER / DNR MAGAZINE (NOW PART OF WOMEN'S WEAR DAILY) / NEW YORK

NOV 2004—OCT 2006

- Reported on breaking business and industry news on a weekly basis; highlighted emerging designers; produced and packaged enterprising feature stories for the men's designer market.
- Covered European and New York runway and trade shows: wrote reviews and forecasted trends.

Education

- M.S. in Journalism, Medill Graduate School of Journalism, Northwestern University, Evanston, IL.
- B.A. magna cum laude in English, Rutgers College, Rutgers University, New Brunswick, NJ.

Skills

InDesign, InCopy, Photoshop, Wordpress, CMS, SEO, Drupal, Windows and MAC OS, MS Office, G Suite, Keynote, Google Analytics, Chartbeat, Blogging, Instagram, Twitter, Facebook