

Maria Del Russo

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PROFILE

An established editor with 10 years of experience in digital media. Passionate, energetic, and proven self-starter with well-developed management skills and a buzzy, unique voice.

EXPERIENCE

Insider Inc.

Senior Style & Beauty Editor, May 2021 – Present

Style & Beauty Editor, September 2020 – May 2021

- Edits and oversees production of all beauty and style content on Insider Reviews.
- Plans the editorial calendar for the style and beauty section, including content packages around major shopping holidays and other tent poles.
- Strategizes with the SEO and revenue teams to optimize editorial content.
- Analyzes Chartbeat, Google Analytics, and other metrics to manage top-line traffic and other KPIs.
- Manages an in-house team of editors and reporters, as well as a freelance team of 20+.
- Regularly meets with brands to learn the latest in style and beauty.
- Reports on growth, strategy, and content initiatives to the executive team.

Freelance Writer and Editor

January 2018 – Present

- Contributes essays, features, and trend stories on wellness, beauty, relationships, sexuality, and more.
- Has written for publications including *Elle Magazine*, *InStyle*, *Cosmopolitan*, *Real Simple*, and *The Cut*, *Bustle*, and more.
- Acted as *Playboy's* advice columnist for the brand's spring 2019 issue.

Refinery29

Senior Sex & Relationships Writer, January 2017 – December 2017

Beauty Editor, April 2015 – December 2016

Beauty Writer, April 2014 – March 2015

PopSugar

Beauty Assistant Editor, January 2014 – April 2014

Beauty Editorial Assistant, June 2012 – December 2013

EDUCATION

Bachelor of Arts, Communications

Manhattan College, Bronx NY

Major: Journalism • Minor: English

PUBLICATIONS

- Del Russo, Maria, "Simple Acts of Love: 500 Little Ways to Make A Big Difference In Your Relationship," Adams Media, 2019