BRIANA MOWREY
15+ years creating compelling content for major brands

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Deep experience in editing, managing freelance writers, and developing engaging lifestyle content across platforms.

Passionate about roles where I can shine as an independent contributor while remaining collaborative. Highly adaptable and eager to apply my Swiss Army knife skillset to creative storytelling and cross-functional work.

Briana Mowrey Consulting Services, Los Angeles, CA | March 2024 - Present
Editor | Writer | Project Manager | Brand Consultant
Editorial, branded content, and project management roles on a freelance, consulting, or contract basis. Clients include both large brands and sole-proprietorship entrepreneurs. I've written ad copy, refreshed websites, created ad materials like flyers, and shaped email marketing messaging. Highlights include:

- **Slate Magazine,** Los Angeles, CA | Sep 2024 - Jan 2026
  Host Read Support Freelancer
  Assisted in project management, production, and coordination of host read ad scripts for Slate's podcast network. Copy edited and tailored client-provided copy to each Slate podcast's audience, reformatted copy in Slate's templates, uploaded scripts to the Megaphone host read platform, and quality checked recorded audio for special request campaigns.

Discovery Inc./Warner Bros. Discovery, Los Angeles, CA | May 2017 - March 2024
Content Marketing Editor
Continued to play a vital role on Food Network's content marketing team in a contract capacity after relocating to Los Angeles, leading all aspects of the sponsored content pre-sale process. Focused on RFP response, brainstorming custom concepts designed to bring client initiatives to life and deliver on specific KPIs. Facilitated communication remotely between the Ad Sales Marketing, Digital Sales, Brand Editorial, Social, Culinary, and Video teams. Worked closely with editorial leads from other properties (Discovery Channel, HGTV, TLC, Travel Channel, Animal Planet) to ideate cohesive cross-brand programs for advertisers designed to showcase the combined power and reach of the lifestyle properties in the portfolio. Maintained pre-sale pitch tracker to generate and disseminate monthly team progress reports. Trained new team members and contract workers in the pre-sale workflow.

- Helped secure partnerships with Fortune 500 companies like Walmart, Best Buy, Target, Kroger, Wells Fargo, Kohl's and more

Scripps Networks Interactive/Discovery Inc., New York, NY | December 2015 - May 2017
Manager, Content Marketing and Development, Scripps Lifestyle Studios/Discovery Digital Studios
Member of the core team that launched the content marketing division. Managed the sponsored content pre-sale process for Food Network. Led RFP response, crafting creative concepts and copy in response to briefs under tight deadlines. Acted as the primary point of communication between key stakeholders on other teams. Collaborated on cross-brand programs. Assisted with digital talent research and scouting. Trained and managed interns in the pre-sale workflow.

- Chosen to be an interim editorial video producer for Food Network. Helped produce 1500+ site and social deliverables which amassed over 4.2 billion Facebook video views in 2016 and established the popular "hands & pans" style.

Scripps Networks Interactive, New York, NY | February 2015 - December 2015
Senior Online Editor, ULIVE.com
Curated content from all of Scripps' brands (HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel, Great American Country) as well ULIVE.com's original programming to create an engaging online video destination. Assisted with creation of the editorial calendar, programmed a weekly newsletter, updated social media feeds.

Scripps Networks Interactive, New York, NY | July 2011 – January 2015
Senior Online Editor, HGTV.com
Hired and supervised freelance writers, as well as wrote and edited original content — including daily blog posts — utilizing knowledge of SEO to drive traffic. Developed contacts with industry experts to grow this top-ranking shelter website. Launched HGTV Shelf iPad app as editorial stakeholder. Collaborated with HGTV's popular on-air talent to create videos for a wedding package around trends and targeted keywords. Syndicated content on Yahoo! Shine as the main contact for HGTV's Family of Sites and efforts received placement on the Yahoo! frontpage. Cultivated HGTV editorial Pinterest account.

- Launched 14 packages to fulfill strat plan goals. Engaging photo galleries were consistently among highest PV/Visit drivers on the site
- Created two of the most successful franchises on the CableFAX award-winning Design Happens blog which accounted for 5 of the top 10 non-branded traffic driving keyword referrers to the blog in 2013

Hearst Corporation, *Redbook,* New York, NY | June 2008 – July 2011
Web Editor
Assisted in creation and execution of editorial calendar. Oversaw digital build of magazine content every month to optimize copy and metadata. Provided syndication partners with content. Trained and managed bloggers. Created packages around SEO keywords and edit calendar themes. Co-updated social media feeds (Twitter, Facebook, Yahoo! Shine blog). Monitored site performance in Omniture and adjusted programming strategy accordingly. Managed homepage and other key site sections (programmed and wrote copy for slides, touts, polls, etc.). Pitched, wrote, and routed in-book pages to drive magazine readership to the site.

- Wrote original articles and blog posts, repurposed archive content, and executed the transition of branded books to the site. Generated 7 of the top 10 stories of 2010, accounting for 31% of the site's total PVs
- Rewrote print article titles to create more compelling heds. Irresistible related links on *Redbook*'s syndicated content led to the highest click-through rate for all of Hearst Digital Media in 2009

Hearst Corporation, New York, NY | April 2007 – June 2008
Freelance Web Editor
Worked as member of teams re-launching *Country Living* and *Town & Country* sites. Collaborated with senior Web editors to achieve milestones under tight deadlines. Selected to fill in at *Country Living* after the Senior Web Editor's departure. Member of a high-priority project, coordinating with editorial and legal departments to gather and organize recipe syndication rights info. Chosen to assist *Redbook*'s team with site management during Online Director's maternity leave.

***SPIN Magazine*/SPIN.com**, New York, NY | October 2006 - February 2008
Editorial Intern and News Correspondent/Contributor
Contributed to "Artist of the Day" and "It Happened Last Night" site sections, reviewing emerging music artists and local concerts. Pitched, wrote, and formatted music and entertainment news/reviews for daily website updates.

EDUCATION

- **M.A., Journalism** (Awarded full scholarship and work-study graduate assistant position)
  New York University, New York, NY

- **B.F.A., Honors in English & American Literature, Theatre**
  New York University, New York, NY

SKILLS

Various CMS, basic HTML, SEO, keyword research (Google Ads Keyword Planner), Google Workspace (Docs, Sheets, Slides, Drive), Google Analytics, Adobe Creative Cloud (InDesign, Photoshop, Lightroom), Microsoft Office (Word, Excel, PowerPoint), blogging platforms (ex. WordPress), project management software (Airtable, Asana), communication tools (Slack, Zoom), Canva, social media management & analytics (Hootsuite, Meta Business Suite). Familiarity with AP Style.