

# DANA WOOD

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## SENIOR-LEVEL EDITORIAL PROFESSIONAL SPECIALIZING IN BEAUTY + WELLNESS

CONCEPT GENERATOR FOR PRINT AND DIGITAL WITH A STRONG COMMAND OF WORDPRESS, SQUARESPACE AND MOVABLE TYPE

AUTHOR AND PROLIFIC WRITER OF PRINT ARTICLES, BLOG POSTS, WEB CONTENT AND BOOK PROPOSALS

THREE-TIME BEAUTY DIRECTOR AT LEADING NATIONAL MAGAZINES

FOR PROFESSIONAL RECOMMENDATIONS PLEASE CLICK [HERE](#)

FOR WRITING PORTFOLIO PLEASE CLICK [HERE](#)

## PROFESSIONAL EXPERIENCE

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### Writer and Editorial Consultant | 2003—Present

- Create digital content for sites such as archetypes.com, jakeshotel.com, and momover.net
- Write and polish book proposals for authors on subjects including beauty, relationships, memoir, and parenting
- Guest-edited three special beauty editions of *InStyle* magazine
- Served as beauty columnist for *The Robin Report*, an industry newsletter targeting retail, fashion, and cosmetics execs
- Authored *Momover: The New Mom's Guide to Getting it Back Together* (2010, Adams Media)
- Wrote major beauty and fashion features for *Glamour*, *Self*, *InStyle*, *Women's Health*, and *Harper's Bazaar*
- Created marketing collateral, press releases, packaging copy, and trend reports for corporate clients such as Avon, John Frieda, MAC, Boots, and Stila

### BRIDES (New York, NY) | Beauty Director | 2012—2014

- Conceived and oversaw all print beauty and wellness coverage at this leading bridal magazine (circulation: 5.2MM)
- Contributed heavily to beauty and wellness content on BRIDES.com (UMVs: 1MM)
- Consulted on and produced brand-sponsored edit collaborations, including "flip" issues and "Brides Live Wedding"
- Managed a team of three junior writers
- Revamped beauty and wellness coverage, instilling a heightened level of reportage, trend filtering and service

### W (New York, NY) | Senior Fashion Features Editor | 2007—2010

- Edited front-of-book copy for this leading monthly consumer fashion magazine (circulation: 1MM)
- Conceived and wrote feature and cover stories on trends and celebs, including the abuse of the word "couture"; the rise of ethereal fashion-brand monikers like "Creatures of the Wind"; the history of winged jewelry; and the cultural importance of Blake Lively
- Contributed several blog posts weekly on fashion trends and industry news; also created digital slideshows
- Edited *Trend*, the magazine's 5x yearly fashion shopper supplement

### Cookie (New York, NY) | Health & Beauty Director | 2005—2007

- Served as one of the founding editors of a Condé Nast parenting monthly
- Headed the health and beauty department, creating editorial guidelines for all coverage
- Wrote features focused on beauty themes targeted to moms and health topics for mothers and kids
- Assigned and edited front-of-book and well content from a stable of 10 freelancers
- Developed the "Momover" online column (later landing a book deal)

### L'Oreal USA (New York, NY) | Assistant Vice President, Strategic Development | 1999—2003

- Researched potential acquisitions for the Luxury Products Division of the \$3.5 billion beauty company
- Analyzed trends, competitive landscape, and new brand fit within existing company portfolio
- Presented acquisition dossiers and trend analysis to upper-level management
- Wrote extensive copy and consulted on Web development for Lancôme, Kiehl's, Armani, and Ralph Lauren fragrances

### W (New York, NY) | Beauty Director | 1994—1999

- Managed all health and beauty content, from front-of-book to well
- Presided over a major overhaul of the publication, from broadsheet to bound edition

## EDUCATION

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Fashion Institute of Technology (New York, NY) | BS in Communications