

# Gabriela Garcia

## Writer & Editor

mrs.gabrielagarcia@gmail.com

[www.gabrielagarcia.org](http://www.gabrielagarcia.org)

LinkedIn: [@gabriela-garcia-writer](https://www.linkedin.com/in/gabriela-garcia-writer)

### KEY SKILLS

- ✓ SEO + Commerce Writing
- ✓ AP/APA/Chicago/MLA Style
- ✓ Google Analytics, Ahrefs, SEMrush
- ✓ Content Strategy
- ✓ Service Journalism
- ✓ Branded Content Management
- ✓ Affiliate Marketing
- ✓ Product Reviews
- ✓ Adobe Photoshop + Canva
- ✓ Social Media Marketing
- ✓ Pitching + Assigning
- ✓ WordPress + CMS + Airtable

### PROFESSIONAL EXPERIENCE

#### Writer, Editor, and Brand Consultant

May 2023—Present

Freelance

- Plan and execute digital content strategies for Sephora-facing beauty brands (currently under NDA) to drive revenue growth and customer engagement.
- Editorial writing and editing for media platforms like Fashionista, Bustle, Remezcla, InStyle, and more.
- Develop brand voice style guides to improve marketing effectiveness, amplify messaging, and elevate customer experiences for increased sales growth.

#### Senior Beauty Editor

Dec. 2021—May 2023

Editorialist YX

- Enhanced consumer knowledge through product reviews, gift guides, and how-to videos, doubling pageviews from 2.3M to 4.6M YoY, achieving 98% vertical growth and a 32% affiliate sales increase.
- Elevated the site's domain ranking from 52 to 71 by effectively analyzing and reporting SEO trends using tools like Google Analytics, SEMRush, and Ahrefs.
- Spearheaded successful campaigns during events like Black Friday, Cyber Monday, and the Nordstrom Anniversary Sale, driving six-figure sales.
- Produced the site's first Annual Beauty Awards, resulting in a 25% increase in branded campaign revenue and a 4% boost in pageviews.
- Led international freelance teams, delegating efforts across 4 time zones while optimizing workflow and increasing productivity by 30%.
- Executed brand campaigns, generating \$250,000+ in annual sales by partnering with brands like Sephora, Dr. Barbara Sturm, Costa Brazil, Face Gym, Make Up Forever, and QVC.
- Attended industry events and maintained an expanding roster of influencer, expert, brand, and PR contacts of over 350, resulting in a 33% increase in editorial collaborations.

## **Beauty Editor**

Editorialist YX

Dec. 2020—Dec. 2021

- Developed and enforced a brand voice style guide, enhancing commerce messaging effectiveness by 25%.
- Researched and incorporated social and cultural insights to inform engagement strategies and grow the beauty vertical by 19% YoY, boosting time on page from 4 to 7 minutes.
- Assigned, edited, wrote, and built in the CMS 10+ beauty features, reviews, and listicles per week, averaging 52 monthly articles with a steady conversion rate of 2.1%.

## **Lifestyle Editor**

The Everygirl Media Group, LLC.

Jan. 2019—Dec. 2020

- Pitched, wrote, and built 10+ weekly curated articles (beauty, style, home, parenting, and food) in the CMS, driving a 32% page view increase and a 25% affiliate revenue boost; managed freelance writers.
- Created compelling social media content for platforms with 1.5M+ followers, resulting in a 20% engagement growth and 15% expanded audience reach.
- Authored data-driven newsletter copy and effective subject lines for A/B testing that expanded the email subscriber list by 12%.

## **Product Copywriter**

Snapfish, LLC.

Jan. 2017—Dec. 2018

- Achieved a 20% increase in sales by consistently applying brand voice and consumer-friendly storytelling to diverse target markets.
- Experience with social media copy, web markup, push notifications, email subject lines, newsletters, homepage heroes, headlines, product descriptions (long and short), calls-to-action, taglines, and radio/TV commercial copy.
- Managed 10+ projects simultaneously, meeting all deadlines and reducing project completion times by 17% through efficient workflow coordination.

## **Founder & Editor**

Modern Brown Girl, LLC.

Aug. 2015—Jan. 2017

- Increased website traffic, achieving a 7% engagement rate, and cultivated a dedicated following in the Latinx beauty, fashion, lifestyle, and pop culture niche.
- Negotiated and executed partnerships with top brands such as Dove, Soma, Chevrolet, Amnesty International, and the Steppenwolf Theater, contributing to six-figure revenue.
- Delegated freelance contributors, commissioned articles, and efficiently managed budgets, contracts, and invoices, resulting in a 20% reduction in content production costs while maintaining high editorial quality.
- Boosted social media impressions from zero to 500,000+ monthly views.

## **EDUCATION**

### **University of Southern California**

*Bachelor of Arts in Comparative Literature*

1871 + Illinois Hispanic Chamber of Commerce, Latinx IncubatorMarketing, Commerce, and Entrepreneurship