

Talia Aroshas

915 8th Street Apt 202, Miami, FL • (561) 715-3955 • Talia.Aroshas@gmail.com

Content & Editorial Strategist | Clear Messaging for Complex Systems | UX-Informed, SEO-Savvy, Research-Driven

WORK EXPERIENCE

Globant	02/2025 – Present
Senior Digital Marketing Content Writer (Contract)	Remote

- Collaborated directly with a B2B2C client on the launch of a consumer-facing auto insurance app; attended thrice-weekly meetings to align on messaging, creative direction, and strategic goals
- Co-authored the client's brand book, defining voice, tone, and messaging pillars tailored to five distinct customer mindsets
- Developed digital content across platforms—app copy, product descriptions, benefit-driven messaging, and purchase incentives—tailored to varying user motivations and stages of the customer journey
- Conducted in-depth competitor and industry research to identify content gaps, value propositions, and differentiators that informed messaging strategy
- Researched and incorporated compelling “Did You Know?” statistics to help customers better understand the importance and value of key insurance offerings
- Partnered with the client's marketing lead and internal research, design, and UX teams to ensure content aligned with brand, UX principles, and business objectives
- Wrote and optimized content for digital platforms including mobile apps, websites, ensuring consistency, clarity, and SEO best practices
- Built strong rapport with client stakeholders, earning consistent positive feedback for clarity, collaboration, and content quality throughout the project lifecycle
- Successfully delivered all content assets on time, meeting project deadlines and supporting a smooth app launch

North Star Inbound (Contract)	07/2024 – 11/2024
SEO Content Manager	Remote

- Conducted strategic keyword research to inform content direction and align with client SEO goals
- Developed SEO-driven, thoroughly researched content briefs across a wide range of topics—including scientific cannabis research, IT, real estate, and gaming (e.g., solitaire)—with a focus on clarity, creativity, and source integrity
- Performed in-depth research and meticulous fact-checking to ensure content accuracy, credibility, and alignment with editorial standards
- Provided design input to enhance article layout, readability, and visual engagement
- Partnered with the Content Marketing team to restructure internal processes, improving workflow efficiency and content quality across the board

Yale Center for Outcomes Research & Evaluation (Contract)	12/2023 – 06/2024
Content and Community Manager	Remote

- Collaborated with the Web Publishing team to redesign the study website for improved usability and a more intuitive user experience
- Managed the study inbox, responding promptly and professionally to participant inquiries
- Developed communication strategies and crafted clear, engaging content for email campaigns and study-related materials
- Assisted in presenting long COVID research findings by creating and refining slide decks for stakeholder and academic presentations

- Ensured all materials complied with AMA guidelines, maintaining clarity, consistency, and scientific accuracy
- Planned and hosted virtual events to support participant engagement and study visibility
- Contributed to recruitment and retention strategies, helping drive participant engagement throughout the study lifecycle

Hugo Health Kindred

03/2022 – 10/2023

Content and Community Manager

Remote

- Built and led Kindred's editorial process—from content strategy to publishing—translating complex scientific input from subject matter experts into compelling, accessible blog content for a general audience
- Oversaw end-to-end content production, managing timelines, editorial calendars, contributor relationships, and review workflows to ensure clarity, consistency, and strategic alignment
- Identified and recruited patient advocates for storytelling; conducted interviews and ghostwrote their experiences, or developed detailed content briefs to enable patients to share their own authentic voices
- Edited and curated event video recordings for clarity and inclusivity, integrating them into blog and social channels to expand reach and accessibility
- Collaborated cross-functionally with engineering and design teams on the Kindred app relaunch, aligning content and UI/UX to deliver a seamless, intuitive user experience
- Led user testing initiatives, translating qualitative feedback into actionable UX and content recommendations that improved navigation and user satisfaction
- Produced and moderated monthly community events on Zoom, averaging 100+ attendees and achieving a 50% return rate through engaging formats and follow-up content
- Drove community growth to 6,000+ members through targeted editorial and grassroots outreach strategies across multiple channels
- Directed all member communications, including writing and managing weekly newsletters with a 50%+ open rate, maintaining consistent tone and high engagement
- Founded and led the Kindred Patient Advocate Task Force, recruiting and collaborating with key voices from the patient community to support advocacy goals and amplify diverse perspectives
- Acted as editorial liaison to engineering, ensuring user feedback was reflected in product and content updates that aligned with audience needs

Healthline Media

05/2017 – 11/2021

Editor, Content Marketing

New York, NY/Remote

- Led the editorial strategy for Healthline Media's chronic condition content marketing programs across Healthline and Greatist, overseeing content from concept to publication
- Collaborated with expert writers to deliver high-quality, accurate, and SEO-optimized content aligned with brand and medical standards
- Partnered closely with the SEO team to drive a 158% year-over-year increase in organic traffic for sponsored content programs since 2017
- Produced and published 200+ pieces of high-performing content in a single year, including articles, interviews, patient POVs, infographics (static and interactive), assessments, and expert Q&As
- Managed a team of freelance writers and editors, providing clear feedback and ensuring adherence to editorial style and evolving conscious language standards
- Coordinated across editorial, marketing, social, design, production, and sales teams to ensure strategic alignment and smooth execution
- Adapted timelines and priorities based on client needs, consistently delivering content on time without compromising quality
- Sourced and collaborated with influencers, patient advocates, caregivers, and Healthline users via social media and community outreach to develop authentic POV-driven content

Associate Editor, Content Marketing

New York, NY

- Supported branded content production and editing, contributing to early development of Healthline's voice in chronic health and wellness programming

- Assisted in shaping influencer-driven content and patient narratives to increase relatability and trust
- Worked closely with medical teams to ensure compliance with regulatory standards and accuracy
- Participated in performance reviews of sponsored content and implemented data-driven updates for ongoing optimization

Odyssey
Content Strategist

05/2016 – 02/2017
New York, NY

- Recruited, led, and supported the growth of 20 writer communities, each consisting of 12–15 contributors and an Editor-in-Chief, fostering leadership, creativity, and consistency across regions
- Designed and implemented strategies to build high-performing, locally resonant content communities that collectively generated an average of 300K monthly page views
- Leveraged Google Analytics to monitor content performance and refine editorial strategies based on audience engagement trends
- Developed a scalable social media strategy and trained a team of Social Media Directors on SEO best practices and platform-specific sharing techniques, increasing visibility and content reach
- Positioned Odyssey as a go-to platform for music-focused content by building strong relationships with publicists and organizing exclusive features—including live Q&As and studio sessions—with notable musicians
- Produced some of the highest-performing Facebook livestreams in Odyssey's history through music-related interviews that significantly boosted audience engagement

Elite Daily
Newsletter Coordinator

07/2015 – 09/2015
New York, NY

- Identified 5 compelling stories daily by monitoring trends, social media, and news headlines to curate relevant newsletter content
- Crafted concise, engaging story summaries within 275 characters that captured the brand's tone and voice
- Created daily pop culture memes tied to trending news, boosting newsletter engagement and social shareability
- Thoroughly edited and fact-checked all content prior to submission, maintaining high standards of accuracy and quality
- Developed and implemented strategies to grow the newsletter subscriber base through targeted content and outreach initiatives

Joonbug.com
Editor-in-Chief

07/2013 – 01/2015
New York, NY

- Redesigned and restructured the blog to create a more organized layout, enhancing readability and boosting audience engagement
- Recruited, trained, and led the full editorial team, fostering a collaborative and high-performing work environment
- Researched and developed compelling story ideas, planned the editorial calendar, and delegated assignments to writers and editors for timely content delivery
- Cultivated strong relationships with PR representatives locally in NYC and nationwide to secure exclusive press opportunities, breaking news, event coverage, and product reviews
- Attended key lifestyle events and music festivals across NYC and beyond to provide on-the-ground editorial coverage and expand the blog's network
- Conducted interviews with a wide range of creatives and professionals—including musicians, film directors, entertainers, and beauty and fashion experts—to enrich editorial content
- Produced and edited bi-weekly newsletters, ensuring polished, engaging communication with subscribers
- Executed various copywriting projects to support company needs and maintain consistent brand messaging
- Provided final editorial review and copy edits to ensure content quality and alignment with brand standards

20something

Music Editor

- Collaborated with the founders pre-launch to shape the brand identity and define the target audience for a new digital music platform
- Built strategic relationships with media influencers and industry professionals, securing exclusive features with major-label dance music artists and press access to top-tier festivals such as Made In America, Electric Zoo, and Ultra
- Recruited, led, and managed a team of five writers—overseeing pitch approvals, editorial calendar, event coverage logistics, content editing, and multi-platform promotion
- Grew a dedicated readership, driving ~30K unique monthly views through consistent editorial quality and audience engagement
- Partnered with the site's SoundCloud Director to curate and share music that aligned with reader preferences, expanding brand reach and engagement
- Represented the brand at key music events to strengthen industry relationships and increase visibility within the media and music communities

EDUCATION

Bachelor of Arts in English Literature and Criticisms

CUNY Hunter College

New York, NY • 01/2011

SKILLS

Ahrefs, Asana, CMS, Excel, Google Analytics, HTML, Huddle, iMovie, newsletters/ SendGrid, SEO, social media management, Trained and proficient in AP and AMA style, Trello, Word, Zoom webinars