

# Talia Aroshas

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## Editorial Leader | SEO-Driven Content Strategist | Expert in Health, Tech, & Mission-Driven Storytelling

### WORK EXPERIENCE

#### **Globant**

**02/2025 – 07/2025**

#### **Senior Digital Marketing Content Writer (Contract)**

- 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
- 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**

**07/2024 – 11/2024**

#### **SEO Content Manager (Contract)**

- 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**

**12/2023 – 06/2024**

#### **Content and Community Manager (Contract)**

- 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** **Content and Community Manager**

**03/2022 – 10/2023**

- 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
- Directed all member communications by curating, writing, and managing newsletters with a 50%+ open rate; implemented A/B testing and segmentation to optimize email performance and boost campaign engagement while maintaining a consistent and compelling brand voice
- 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
- 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** **Editor, Content Marketing**

**05/2017 – 11/2021**  
**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 legal 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**

**05/2016 – 02/2017**

### **Content Strategist**

- 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**

**07/2015 – 09/2015**

### **Newsletter Coordinator**

- 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**

**07/2013 – 01/2015**

### **Editor-in-Chief**

- 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, AMA style, AP style, Asana, CMS, Excel, Google Analytics, HTML, Huddle, iMovie, newsletters/ SendGrid, SEO, social media management, Trello, Word, Zoom webinars