

# YEGIDE MATTHEWS

## Creative & Content Strategy Leader

Brand Storytelling ▪ Copywriting ▪ Editorial Leadership ▪ Campaign Development

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## SELECTED WORK & CREATIVE LEADERSHIP

### YOUNG HOT & MODERN (YHM)

Founder & Editor-in-Chief | Creative Strategy, Copywriting, & Editorial Leadership

[www.yhmmagazine.com](http://www.yhmmagazine.com)

*Young Hot & Modern* is a digital lifestyle publication I created and continue to lead, featuring original editorial alongside interviews and profiles with established and emerging voices across fashion, beauty, wellness, and culture, and serving as primary creative proof of my editorial judgment, brand voice, and storytelling leadership.

#### Ownership

- Define brand voice, editorial strategy, and content pillars
- Build and customize WordPress templates, including homepage, article, and archive layouts
- Lead long-form editorial development, copywriting, and narrative structure
- Set content governance, publishing cadence, and quality standards
- Direct creative across site and social to ensure consistency

## SELECTED EDITORIAL WORK (YHM)

### The Blanket I've Slept With for Five Years — and Would Buy Again Today

*Written and edited by me.*

A long-form narrative that demonstrates voice control, pacing, and the ability to elevate everyday lifestyle products through experience-driven storytelling.

### How to Tell If Your Skin Needs Hydration or Moisture

*Written and edited by me.*

An educational editorial that translates complex skincare science into clear, audience-ready guidance through thoughtful framing and structure.

### Megan Kinney on the Meaning of “For Women, by Women” in Modern Times

*Editorial direction, final edit, and creative oversight.*

A perspective-driven interview shaped through a narrative lens, reflecting leadership in voice, framing, and subject-driven storytelling.

## ADDITIONAL RELEVANT EXPERIENCE

- Lead creative strategy and copy direction for high-volume email campaigns
- Translate brand narratives across editorial, email, and digital channels
- Partner with designers, marketers, and leadership to shape messaging frameworks
- Balance creative vision with performance insights at scale