

Aliza Gans

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Writer

Nimble, meticulous, self-motivated writer and editor with a demonstrated history of working in food media. Skilled in journalism (reporting, writing, editing), marketing, and social, with an eye for identifying rising trends and packaging stories. Also an artist with graphic design background in both digital and print.

Writing | Editing | Culinary | Production | SEO | Social | Marketing

Professional Experience

RACHAEL RAY EVERY DAY, New York City, NY

2019

Associate Food Editor

Edited 3 columns (7 pages front-of-book, 4 back-of-book) for 10-issue/year food and lifestyle magazine and website: Test Kitchen (techniques, tools, ingredients, cookbook reviews); Shop Talk (shopping trends, product reviews); Dinner, Done! (quick, easy recipes). Wrote, conceived, and assigned stories for web and print; tested and developed recipes in magazine's test kitchen.

- Assisted styling and production crew on set, ensuring food was accurately photographed.
- Delivered \$80K in ad revenue by developing sponsored stories and sidebars; implemented QR codes to direct readers to special offers.
- Represented magazine in media events, conferences, and restaurant openings, fostering new partnerships and generating excitement around magazine content.
- Liaised with publicists to stay abreast of new food industry trends, products, and research, cultivating new story ideas and strengthening relationships with potential ad partners.
- Ensured seamless and well-documented publication process by copyfitting and following stories through editorial routing.

PANNA, New York City, NY

2016 - 2019

Senior Editor and Culinary Producer

Wrote digital content (website, app, social, newsletters, landing pages) for instructional cooking app that won App store's Best App of the Year (2016, 2018), and IACP and James Beard Awards for instructional video. Company has since been acquired and rebranded as Food Network's Kitchen App.

- Ensured smooth filming and accurate representation of each recipe by coordinating chefs and crew, sourcing ingredients, and cooking swaps.
- Functioned as voice of all social media accounts, augmenting organic reach 33%.
- Executed complete overhaul of Panna's email platform from Mailchimp to ABWeber, saving company \$100K+.
- Increased OR 15% and CTR 2.5% by creating all emails, conducting A/B testing, and automating series.
- Developed partnerships with clients such as WSJ, T Mobile, and Williams Sonoma to capture new trialists and bolster Panna's credibility by leveraging relationships with globally-recognized brands.
- Managed interns, supporting day-to-day functions of company during busy periods.

BRONFMAN FELLOWSHIPS, New York City, NY

2015 - 2016

Communications & Design Associate

Created all e-communications and print collateral. Spearheaded fundraising campaigns, and assisted director in all aspects of programming for Fellowship from securing accommodations and transportation, to booking lecturers and site visits.

- Worked with design consultant to rebrand organization with new logo and style guide implemented across all visual communications.
- Facilitated applications and distribution of grants for \$120K Alumni Fund, securing ample funds and candidates for Fellowship.
- Created all daily email campaigns; increased OR 15%, CTR 10%.

CONTENTLY, New York City, NY

2014

Editorial Intern

Published dozens of SEO articles on Contently's award-winning site while also coordinating company's annual summit for brand publishing.

- Functioned as regular contributor for Contently's 2 online publications on freelancing, writing dozens of articles featured on site's homepage.
- Managed contributing writers using Contently's own freelance talent network, strengthening relationships with freelancers and demoing networking site to potential clients.
- Created fresh visitor experience daily by collaborating with EIC and graphic design team to update web magazine with new content.

Volunteer Experience**BRONFMAN FELLOWSHIPS**, New York City, NY

2015 - Present

Application Reader / Phone-a-thon Caller

- Raised \$215K and set annual record in 2019 by nominating fellows and increasing donor stewardship.

BASE MHTN, New York City, NY

2015 - Present

Meal Prep for Homeless & Elderly Home Visits

- Cook meals for local men's shelter; deliver care packages to elderly on Jewish holidays.

Education

- **Bachelor of Art (BA)**, English, Anthropology, Creative Writing, Brandeis University, Waltham, MA
 - GPA: 3.85, *Magna Cum Laude*, Dean's List, Department commencement speaker
- Exchange program, concentration in fine arts and graphic design, Bezalel Academy of Arts and Design, Jerusalem