

Erica Sloan

Contact

esloan120@gmail.com

(704) 780-9799

ericapaigesloan.com

Education

Washington University in St. Louis

B.A. Political Science

Minors: Writing, Spanish

Summa Cum Laude

Universidad de Carlos III

Semester of study in Madrid

Skills

Editorial

Content management: WordPress,

Squarespace, AirTable, metropublisher

SEO: Mangools, Clearscope

Analytics: Parse.ly

Production: Adobe InCopy, WoodWing

Technical

Python and R coding languages

Language

Spanish – professional fluency

Honors and Affiliations

2024 – Present

ASME NEXT

Vice President, Board of Directors

2017

Antoinette B. Dames Award for Best Thesis

Pi Sigma Alpha Honor Society

2013 – 2017

G. Robert Blackburn Scholarship Recipient

Delta Gamma, Alpha Epsilon Chapter

Experience

SELF Magazine (Condé Nast) | New York, NY

Senior Health Writer May 2024 – Present

Reports, writes, and produces evergreen, trend, news, and feature articles across health topics with a focus on referral traffic and visitor engagement

Collaborates with audience development team to ideate top-performing content

Packages articles for optimal promotion across social platforms and newsletters

Well+Good | New York, NY

Senior Lifestyle Editor June 2023 – April 2024

Directed the lifestyle vertical (spanning mental health, sleep, career, sex & relationships, travel, and astrology), assigning, editing, and producing ~12 pieces weekly

Managed a lifestyle writer and evergrowing roster of freelance writers

Ideated, assigned, and edited long-lead lifestyle features for digital issues

Lifestyle Editor (previously Associate) May 2021 – May 2023

Wrote and edited lifestyle service explainers, personal essays, and features

Liaised with social, design, and video teams to execute cross-platform stories

Assisted the lifestyle director in content planning for the vertical

Martha Stewart Living & Weddings | New York, NY

Assistant Editor October 2019 – May 2021

Pitched and wrote travel, beauty, advice, and product columns for *Living*

Wrote service packages and real wedding features for *Weddings* special issues

Editorial Assistant March 2018 – September 2019

Wrote “Ask Martha” and “American Made” columns for *Living*

Managed scheduling, travel, and administrative needs of editor-in-chief

Filed department expenses and processed all freelance writer contracts

Prevention | New York, NY

Freelance Editorial Assistant November 2017 – March 2018

Wrote front-of-book “Pulse” blurbs and contributed article research

Pitched and wrote e-commerce listicles and news pieces for prevention.com

Assisted executive editor, managing her calendar and communications

Washingtonian | Washington, D.C.

Editorial Fellow June 2017 – November 2017

Pitched content daily and wrote two to four articles per week for

washingtonian.com, covering local events, restaurant openings, and weddings

Fact-checked print features utilizing intensive re-reporting process

O, The Oprah Magazine | New York, NY

ASME Editorial Intern May 2016 – August 2016

Conducted article research and interview transcription for senior editors

Managed product submissions from 100+ brands for Fall 2016 Beauty O-Wards

Served as editor-at-large Gayle King’s assistant in absence of primary assistant

St. Louis Magazine | St. Louis, MO

Freelance Writer October 2015 – December 2017

Reported and wrote arts and culture articles for stlmag.com

Maintained stlmag.com weddings section with weekly blog posts on newlyweds

Wrote Fall 2016 Best Dressed segment for print publication