

ANDRIA PARK HUYNH

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WRITER / EDITOR

Experienced researcher, writer, and storyteller with a speciality in creating wellness content for national media outlets and brands.

SKILLS & DIGITAL TOOLS

SEO Writing and Editing • Interviewing • Researching • Newsletter / Email Writing • Social Media Management • Photo / Video Editing
• Content Strategy • Basic HTML • AP Style • Branded Content Writing

Digital Tools: Asana • Airtable • Google Analytics / AdSense • Google Workspace • TweetDeck • Hootsuite • Wordpress • RSuite
• FinalCut Pro • ProTools • Adobe Photoshop and Premiere • MailChimp • Constant Contact

SENIOR EDITOR, Verywell Mind, Dotdash Meredith, New York, NY

JUNE 2021 – PRESENT (PROMOTED FROM EDITOR)

Work on the editorial team managing new content production and shaping editorial strategy to deliver the highest quality evergreen mental health content in the category.

- Oversee and guide a roster of 20+ freelance writers to facilitate timely and quality evergreen content that's consistent with brand voice and formatting.
- Manage monthly evergreen publishing workflow—from reviewing keyword gaps and assigning topics to fleshing out team brainstorm ideas into angles.
- Own the launch of key tentpoles including the brand's Therapy and Crisis Center resource pages and special projects like monthly content spotlights and digital issues per key awareness months and sales priorities.
- Recruiting expert writers and mental health professionals to fill in gaps of underrepresented voices and areas within VWM's roster of writers and Review Board members.

Highlight: Serve as the de facto head of VWM's personal stories—creating guidelines and strategy, soliciting/approving pitches, and editing stories per Google's E-E-A-T rater guidelines; worked with group SVP to improve AI-generated content briefs for editorial workflow efficiencies.

COPYWRITER, Samsung's Explore by Razorfish, New York, NY

DECEMBER 2018 – JUNE 2021

Work on the editorial team executing up to 5 pieces of health, wellness, and lifestyle content each week for **Samsung's** content hub Explore, on behalf of Razorfish, one of the world's largest content marketing agencies.

- Pitch, research, and write stories on health, wellness, fitness, and lifestyle such as "Your Go-To Fitness Motivation Checklist" and "Supercharge Your 30-Minute Yoga Flow with Galaxy" that drive traffic and conversion to Samsung's product offerings.
- Provide final QA copyediting and proofing on more than 10 pieces of content a month.
- Curate the editorial calendar according to monthly strategic insights, cultural trends and client commerce launches.
- Build and update landing pages such as Wellbeing and Life Hacks on a quarterly basis to reflect the latest content and brand priorities.

Highlight: Interviewed high-profile celebrities within client's influencer roster including Millie Bobby Brown, Steve Aoki, Thom Browne, and more. Article on Millie Bobby Brown's healthy digital habits was the site's second-highest performing article in 2019.

FREELANCE CONTRIBUTOR, Park Editorial Services, NYC Metro area

FEBRUARY 2017 - PRESENT

Work on assignment for a variety of national publications, writing and editing long-form and short form articles with a focus on health, wellness, and lifestyle. Clients include **Shine**, **AOL**, **Bar Business magazine**, and more.

WEB EDITOR / PRODUCER, WomenWorking.com, Creative Expansions Inc., New York, NY

MARCH 2017 - NOVEMBER 2018

Led a small team of contributors for this company that empowers women in the workplace by providing them with tips to succeed in their personal and professional lives.

- Conceived, assigned, wrote and/or edited up to 20 original articles a week about posture-improving exercises, mood-boosting vitamins, hormonal imbalances, and more.
- Co-produced 5 episodes of "Unapologetically Honest," a provocative video series featuring millennial women discussing today's social dilemmas around self-perception, self-care, and bias.

Highlight: Increased the brand's Facebook reach by almost 3M followers within one year and page views / unique users by 60%.

ADDITIONAL EXPERIENCE

As Content Coordinator at **Audible** (Amazon) managed 700+ external content partners/vendor relationships • Wrote hyperlocal news articles for **Patch** (AOL) • Started career as an intern at **Viacom** researching slideshow ideas for **TheFABlife** and **BestWeekEver** (VH1); fact-checking celebrity features at **Nylon**; and reporting on business news for **SuburbanEssex.com** (Vicinity Media Group).

ACTIVITIES & INTERESTS

Co-founder & EIC, Commonwealth of JC for Jersey City creatives (2019-2021) • Video Producer, Downtown Community Church, Jersey City (2018-Present) • Mental health advocate, RYT-certified yogi, psychology nerd, travel enthusiast

EDUCATION

Rutgers University, Newark, NJ — BA in Journalism & Media Studies • New York Film Academy, New York, NY — 12-Week Filmmaking Program