

JOYCE BAUTISTA FERRARI

NEW YORK CITY AREA • 646-734-4224

joyce.bautista.ferrari@gmail.com • joycebautistaferrari.com • <https://www.linkedin.com/in/joycebautistaferrari>

SUMMARY: I build best-of-class brands and lead talented creative teams. I've spent my 20-year career at companies in start-up or rebranding mode, and cut my teeth at both iconic publishing houses and digital media upstarts. I have worked as part of executive teams to determine branding strategy, set tone, create and streamline systems, and hire and manage talent. I also possess the rare ability to keep the trains running at a steady clip, deftly managing stakeholders from different departments and making tough but critical decisions with the right balance of clarity and diplomacy, all without ever losing sight of staff morale, brand mission or performance analytics. It is a management skill that helps me to get the most out of creative personalities, helping them to translate brand concepts into editorial execution that is in line with business goals. I combine the creative spirit and producing knowledge of an editor with the strategic thinking and big-picture vision of a business executive who delivers results.

EXPERIENCE

MARIE CLAIRE

Hearst Magazines (New York, NY)

Managing Editor

July 2017 to January 2020

Responsibilities:

- Managed editorial, art and production staff of 20+ people, from daily operations and employee relations to New York Fashion Week planning and international reprints.
- Liaised with advertising and marketing teams to ensure that branded content was on-brand and ad placement was free from collusion.
- Worked with corporate departments to monitor and manage brand-level costs, legal matters, licensing and staffing.
- Helped manage integrated workflow for print and digital content creation.
- Wrote and built SEO articles for marieclaire.com on proprietary Hearst content management system.

Accomplishments:

- Delivered my first September Issue to the printer on time and on budget.
- Transitioned production schedule and systems to accommodate hubbing of beauty team.
- Kept costs in check and hit deadlines, despite a shrinking resource pool.

LUMINA MEDIA

(Irvine, CA)

Vice President of Content

January 2016 to July 2017

Responsibilities:

- Determined editorial strategy for and managed editors of 10 enthusiast publications and one business-to-business titles (*Catster*, *Dogster*, *Dogs in Review*, *Hobby Farms*, *Chickens*, *Horse Illustrated*, *Young Rider*, *Motorcycle Consumer News*, *Auto Restorer*, *Reptiles*, *Veterinary Practice News*) and their related annuals and special interest publications.
- Oversaw art department in matters of design and photography.
- Worked closely with sales team on integrated and sponsorship opportunities.
- Partnered with distribution and subscription departments on data analysis and strategy in order to increase circulation.
- Set and managed budgets for all publications.
- Bridged the gap between print and digital editorial.

Accomplishments:

- Spearheaded a soup-to-nuts redesign of *Horse Illustrated* to elevate brand and attract more readers. Photos were made bigger, better and bolder. Page designs were cleaner. Editorial was better organized and included more lifestyle coverage. The first cover of the redesign was a finalist for 2016 ASME cover of the year.
- Revived previously published content to create special interest publications (*Best of Urban Farm* and *Best of Hobby Farms Holiday*) that looked fresh and sophisticated.
- From my first day, I focused on elevating the brands. I pushed my team to always produce the best possible products and encouraged creative problem solving when resources seemed limited. As a result, covers were striking and more compelling, edits were tighter and packages were more reader-friendly with multiple entry points.

MATERNITY LEAVE

(San Diego, CA)

February 2015 to January 2016

SAY MEDIA

(San Francisco, CA)

Executive Editorial Director

January 2014 to February 2015

Responsibilities:

- Managed editors-in-chief of eight digital magazines (Remodelista, Gardenista, xoJane, xoVain, Biography, LifetimeMoms, ReadWrite and NotImpossibleNow) with combined 46 million monthly page views.
- Advised EICs and executives on matters of editorial content, strategy and operations with the goal of increasing page views.
- Worked with editors and content marketing team on native advertising campaigns to ensure proper execution.

Accomplishments:

- Created a shared-services team that focused on audience development and social strategy for all the brands; under my leadership, the team took a more analytics-based approach to pursuing fruitful partnerships, to determining and relaying SEO best practices to edit teams, and to creating a more dominant presence on social media platforms. Year-over-year, our efforts resulted in a cumulative 28% increase in page views.
- Transitioned editorial operations and CMS of Biography and LifetimeMoms from A&E Networks to Say Media; spearheaded cross-functional cooperation with product, engineering and editorial teams to monitor, identify and decrease error messages to overcome initial decrease of traffic due to migration and loss of direct links from other A&E properties, thereby increasing page views an additional 10% for Biography and 66% for LifetimeMoms year-over-year, for combined average monthly page views of 25 million.
- Spearheaded cross-functional troubleshooting with product, engineering and editorial teams to improve UX and UI of properties on proprietary Tempest platform, with special attention paid to recirculation of top performing and older content, especially video in the case of Biography, in order to increase reader retention; efforts resulted in a 50% increase in page views for Biography, our test case for most improvements.
- Led a deep dive into SEO analysis to mitigate and decrease loss of traffic after platform migration of in-house and client brands by about 75%. We also saw improved Google search rankings on all brands.

CONDÉ NAST TRAVELER

Condé Nast (New York, NY)

Director of Editorial Development & Operations

October 2013 to January 2014

Responsibilities:

- Was part of leadership team brought in by editor-in-chief Pilar Guzmán to rebrand storied title.
- Oversaw tablet, mobile and web initiatives and was charged with maximizing SEO for all aspects of brand development.
- Served as liaison between edit and advertising to aid in monetization of content.
- Collaborated with product manager on development of CNT website on new proprietary CMS for Condé Nast.
- Worked with corporate departments to monitor and manage brand-level costs, legal matters, staffing and circulation.

Accomplishments:

- Along with editor-in-chief and executive team, established and executed new editorial direction of stunning photography and richly detailed articles written by expert travelers from all disciplines, not just travel experts. The reimagined brand was named to *Ad Age's* "A-List" in Q4 of 2014.
- Decreased overhead by re-evaluating multi-million-dollar manuscript and photography inventories and thereby eliminating over \$1 million from the operating budget.
- Further streamlined operations by overseeing massive staff overhaul and by reining in overall spending with a clearer and more stringent system of checks and balances, especially in regard to staff T&E and rogue photo shoots, thereby preventing an estimated \$500,000 in killed and unpublishable inventory.
- Identified and signed on new contributors with more relevant points of view and established followings.
- Spearheaded industry-lauded redesign of print publication by handling the day-to-day progress of creative consultants, managing many personalities and working with EIC on timely and constructive feedback in order to make launch date, while simultaneously overseeing monthly closes of three issues.
- Top-edited articles, drawing upon my experience as an editor of high-end lifestyle content and writer of service journalism.
- Led integration of print and digital content of new editorial strategy by working with digital director on an editorial calendar that complemented and expanded on the print edition, and with the product manager on visual and thematic continuity between print and web.

BRIDES

Condé Nast (New York, NY)

Executive Managing Editor

October 2012 to October 2013

Responsibilities:

- In addition to responsibilities listed under previous position, worked with web team on optimizing and programming content for greatest audience appeal, and oversaw web budget.

Accomplishments:

- Led transitions of two editors-in-chief and was only executive to be retained throughout the regime changes.
- With each new EIC, helped to develop and execute new content strategy; advised on and carried out staff and budget restructuring in order to create content that was in line with new direction; in a nutshell, hired, fired and robbed Peter to pay Paul in order to have the resources to create more ambitious content without increasing the budget.
- Oversaw scheduling, production and budgets of all print stories and complementary digital content in order to create a seamless print-digital workflow and reduce the need for additional resources.
- Spearheaded editorial participation in multi-million-dollar “*Brides Live Wedding*” program online, in print and on-site, working closely with advertising and marketing teams on this first-time live-streaming venture.

Managing Editor

October 2009 to October 2012

Responsibilities:

- Brought on to oversee transition of editorial budget and production schedule for Condé Nast publication with newly increased frequency.
- Managed editorial, art and production staff of 35+ people, from daily operations to employee relations.
- Worked on content syndication, partnerships, full media integration and product licensing deals to ensure that all were on-brand.
- Managed flow of copy and art between print, web and digital editions.
- Liaised with advertising and marketing teams to ensure that campaigns were on-brand and remained free of collusion.
- Worked with corporate departments to monitor and manage brand-level costs, legal matters, staffing and circulation.

Accomplishments:

- Transitioned brand from bi-monthly publication to monthly by increasing productivity and staffing and by improving efficiencies in scheduling; oversaw production of twice as many pages with less than 50% more budget.
- Expanded million-dollar product licensing deal with Michael's stores by working with business development teams to oversee the production of 15% more SKUs.
- Established fully integrated production of web, print and tablet editions by streamlining operations and eliminating redundancies.
- Led production of groundbreaking digital editions on Adobe platform, including Condé Nast's first user-controlled 360-degree covers. Also, worked closely with consumer marketing to acquire new customers through participation of social marketing campaigns.

COOKIE

Condé Nast (New York, NY)

Managing Editor

April 2005 to October 2009

Responsibilities:

- Managed staff of 30+ people, editorial budget and production schedule of Condé Nast's lifestyle magazine for parents from launch forward.
- Worked with public relations to increase brand awareness.
- Liaised with advertising and marketing teams to ensure that campaigns were on-brand and remained free of collusion.
- Worked with corporate departments to monitor and manage brand-level costs, legal matters, staffing and circulation.

Accomplishments:

- Created a beloved brand unlike any other at the time: a sophisticated and honest take on parenthood. (*Ad Age* named *Cookie* magazine launch of the year in 2007.)
- As part of team of founding editors, established voice and editorial strategy and tripled circulation in four years after launch.
- Developed, produced and packaged stories with strong reader service and a strong style point of view.
- When needed, dove in to produce photo shoots, write copy and captions, and call in favors to gain access to design celebrities and products.
- Led development of magazine's website, from monthly uploads to strategic planning, partnerships and full media integration. Wrote weekly blog using Condé Nast's unique CMS (Moveable Type).

REAL SIMPLE

Time Inc. (New York, NY)

Home Editor

October 2002 to April 2005

Responsibilities:

- Managed department of editors and freelancers, from conceptualizing ideas to supervising monthly closes.
- Developed, wrote and covered markets and produced makeover, service and product stories.

Accomplishments:

- Spearheaded creation of consistently high-performing articles informed by focus groups and testing.
- Along with style director, established a clean look that is still in fashion today.
- Reinforced a form of service journalism and editorial rigor that continues to inform my approach, as well as the industry's, to lifestyle coverage.

EDUCATION

ST. ANNE'S COLLEGE SUMMER PROGRAM, OXFORD UNIVERSITY Oxford, UK.

WASHINGTON & LEE UNIVERSITY Lexington, VA. Bachelor of Arts in Journalism.

SKILLS

Google Analytics, Chartbeat, various proprietary CMS (Patty, Tempest and TeamSite), WordPress, SEO, K4, InDesign, InCopy, Photoshop, Keynote, MS Office (Outlook, Word, Excel, PowerPoint).