

MAGGIE RYAN

VERSATILE WELLNESS WRITER AND EDITOR

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SUMMARY

Creative writer and editor with nearly 5 years of digital journalism experience, specializing in health and fitness content. Known for crafting trend-driven, SEO-focused stories to attract wide audiences on social media and search engines. Adept at interviewing, in-depth research, and complex reporting in a fast-paced newsroom.

PROFESSIONAL EXPERIENCE

Vox Media

2019-2023

Assistant Wellness Editor, POPSUGAR

- Crafted 5-7 quick-turn news posts and in-depth features per week, specializing in sports, fitness, and health, often generating 50K - 100K views per post to the site
- Wrote viral op-eds on women's sports, capturing high traffic and share numbers while sparking conversations on social media
- Launched Meet My Workout Routine monthly franchise, partnering with brands like Peloton and Black Girls Run to promote and diversify site content
- Led site coverage of live sports events, including Olympics, World Cup, and tennis majors, increasing traffic and establishing the site as a trusted voice in women's sports
- Filmed first-person videos for brand TikTok and Instagram accounts to promote articles and increase social followers

Wikipedia

2017-2019

Editorial Fellow at Global Educational Website

- Pioneered trending articles project, writing how-to posts on timely topics to capitalize on SEO and social media trends and increase traffic and site trustworthiness
- Led content creation of brand projects, including in-article quizzes and summaries, to improve site SEO rankings

EDUCATION

Stanford University

2013-2017

- BA in English with Creative Writing emphasis; minor in Italian
- Editorial Intern at Stanford magazine
- Phi Beta Kappa; Italian Honor Society