

# amy gordon

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## summary

- Editor, writer, and content marketing strategist with extensive travel and commerce experience
- Published in outlets including *Washington Post*, *Forbes*, *BizBash*, *AAA Traveler*, *Apartment Therapy*, and *Where*
- Author of [100 Things to Do in Puerto Rico Before You Die](#), a travel guidebook published by Reedy Press

## experience

### Amy Gordon Media LLC

*Editor, Copywriter, Content Marketing Strategist*

*March 2009 - present*

- Highly skilled at producing and editing engaging content to drive business objectives and reinforce brand identity
- Conceptualize, write, and edit copy for all levels of marketing tactics, including branded websites, digital publishing, email campaigns, social media, experiential marketing, blogs, print advertising, and web advertising
- Collaborate, ideate, and execute campaigns with agencies as well as directly with clients ranging from local mom-and-pop operations to multinational corporations
- Past and current clients include Bacardi, Hyatt Hotels, Discover Puerto Rico, Mary's Medicinals, The Property Brothers, Visit Philadelphia, and Discover the Palm Beaches.
- Extensive experience with WordPress, Squarespace, and GoDaddy content management systems

*Travel Journalist*

*March 2009 - present*

- Write about several aspects of travel for magazines, websites, blogs, guides, and newspapers
- Past and current contributor to outlets including *Washington Post*, *Forbes*, *BizBash*, *Apartment Therapy*, and *Where*
- Author of [100 Things to Do in Puerto Rico Before You Die](#), a guidebook published by Reedy Press in October 2019

### Apartment Therapy Media

*Full-Time Freelance Commerce Editor*

*October 2020 – January 2023*

- Planned, assigned, wrote, and edited commerce-driven articles and “best lists” for Apartment Therapy and The Kitchn, focusing on lifestyle and culinary content aimed at generating revenue through partner affiliate programs
- Worked closely with editors across departments on idea generation, scheduling, research, execution, and tracking
- Developed and maintained long-term relationships with freelancers and affiliate partners
- Initial six-week temporary editing assignment evolved over more than two years, encompassing all aspects of commerce content strategy and execution.

### Starwood Hotels & Resorts Worldwide, New York, NY

*Manager/Senior Manager, Field Marketing*

*March 2007 – March 2009*

- Planned and implemented marketing strategy to drive revenue at more than 20 hotels in New York and Maryland through advertising, paid search, guest communications, seasonal promotions, and ad-hoc opportunities
- Managed company-wide marketing campaigns that included 200+ domestic and international hotels
- Oversaw four managers who marketed more than 40 additional properties
- Liaised closely with corporate brand teams, marketing partners, hotel management, and staff

### Showtime Networks Inc., New York, NY

*Manager, Online Marketing/Key Account Marketing*

*October 2005 – February 2007*

- Planned and executed marketing activity between Showtime and its three largest cable and satellite affiliates
- Oversaw the creation of co-branded advertising, direct mail, sweepstakes, and interactive content

*Coordinator, Affiliate & Sales Communication*

*August 2003 – September 2005*

- Spearheaded effort to revamp affiliate e-mail program, resulting in a 300% increase in response rates
- Oversaw conception, production, execution, and distribution of elaborate direct mail, DVDs, and VIP gifts

### Magic Lantern, Inc., New York, NY

*Publicist*

*June 2002 – May 2003*

- Worked in all parts of film publicity. Represented films at Toronto, New York, and Sundance Film Festivals
- Wrote and edited materials including press kits and press releases; maintained company website

## education

### The Wharton School, University of Pennsylvania; Philadelphia, PA

- BS in Economics, May 2002; Dual Concentrations in Marketing and Communication