

Susan Enfield

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EDITOR/WRITER + CONTENT CONSULTANT

- Passionate, seasoned, creative content professional with extensive experience creating, editing and marketing content for publications and companies in the healthy, natural and active lifestyle industries
- Results-driven with strong work ethic: Created Supplement Awards, boosting *Delicious Living's* ad revenues by 15%. Successfully managed 100% growth for New Hope's Custom Publishing division
- Community-focused social media specialist (Facebook, Twitter, LinkedIn, Pinterest, Google+)

Professional Experience

Content consultant, Boulder, CO 1/13-present

- Clients: Karsh\Hagan Advertising, Door to Door Organics, AIM Media, New Hope Natural Media, Slow Money, E. B. Lane, Nature's Sunshine and other publications and companies.
- Projects: Write feature articles, website copy and more for B2B and B2C digital and print publications.

Senior Editor, New Hope Natural Media, Boulder, CO 2010-2013

- Consistently out-performed editorial goals, creating compelling daily content for *Delicious Living* (circ. 400,000), *Natural Foods Merchandiser* and newhope360.com, a B2B website with 1.5M unique visitors
- Initiated *Delicious Living's* annual Supplement Awards, helping boost ad revenues by 15%
- Executed social media and SEO strategies to help boost page views by up to 1,000/week
- Subject Matter Expert (SME) presenter at Natural Products Expo, in videos and on webinars
- Contributor to NEXT, an annual natural product trend report from NHHM and Sterling Rice-Group

Custom Publishing Managing Editor, New Hope Natural Media, Boulder, CO 2008-2010

- Led Custom Publishing division, producing consumer magazines for major grocery retailers including Sprouts, Sunflower, ShopRite and Winn-Dixie; managed the division's graphic designer
- Doubled the number of custom magazines (to 6) produced, raising revenue by 30%
- Excelled at customizing timely content that consistently exceeded clients' expectations

Senior Editor, *Delicious Living*, Boulder, CO 2003-2008

- Planned editorial, wrote and edited scientifically vetted articles on natural lifestyle, nutrition and health

Travel Editor, *Outside*, Mariah Media, Santa Fe, NM 1998-1999

- Lead editor on 4-page "Departures" section; planned and edited a mix of adventure-travel articles
- As Research Editor (1997-1998) supported the Editor-in-Chief by digging deep into potential story ideas
- Recruited, trained and managed interns—many of whom stayed to become valuable team members

EDUCATION

B.A., American Studies, *cum laude*

Georgetown University, Washington, D.C.

PUBLISHED ARTICLES

The New York Times, Outside, Vegetarian Times, New York magazine, Cooking Light, Harper's Bazaar, Condé Nast Traveler, Condé Nast Sports for Women, SmartMoney, Worth, online travel column for concierge.com