



# DENNIS SARLO

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## EXPERIENCE

### ► West Elm

Director of Content

October 2023 - January 2024

- Wrote and edited all email and SMS marketing content sent to West Elm and West Elm Kids' 4 million subscribers, totaling over 25 unique sends to multiple lists per week.
- Conceptualized content themes and seasonal packaging for the brand's 2024 product launch.
- Created all site copy as well as paid advertising messaging around timely ecommerce initiatives.
- Directed content for in-store signage and packaging in concert with merchandising themes.

### ► Chairish - Dering Hall

Executive Editor

June 2015 - October 2023

- Directed all content strategy and production for Chairish and Dering Hall, including on-site copy, email marketing, print publications, SEO content, custom content, and social media.
- Tripled the number of monthly Chairish features from 15 to 45 with no additional expenses or resources. Doubled Dering Hall content production in under a year with no increase in staff, resulting in a traffic increase of over 50%. Editorial initiatives drove nearly 88% of site traffic.
- Managed Chairish's social media team of 3 as well as 2 SEO writers; managed all Dering Hall editorial staff, including 3 editors, a social media manager, and a graphic designer.
- Assigned, edited, and wrote a shoppable quarterly print magazine with a subscription base of over 400,000 high net-worth readers.
- Wrote Chairish's annual Home Furnishings Resale Report, a data-driven white paper that analyzed the state of sustainability in the furniture and decor market.
- Created a custom content program as a new sales tool and revenue stream for Dering Hall; directed proposal creation, worked on client pitches, and executed when sold.
- Launched a monthly syndication program for Chairish with Hearst and Forbes.

### ► Condé Nast - Architectural Digest

Site Director

November 2013 - May 2015

- Directed editorial production for Architectural Digest and managed a full-time staff of 10, including editors, producers, a social media editor, and a photo editor; reported directly to editor-in-chief and publisher with both editorial and business side responsibilities.
- Increased content production by 300% (with no increase in staffing or expenses) in my first year; page views increased 225% and unique visitors increased 180% year over year.
- Wrote Architectural Digest's email newsletter and transitioned from weekly to daily sends, resulting in a 450% increase in email traffic without an increase in unsubscribes.
- Launched several new products including a redesigned slideshow tool and a redesigned newsletter, leading to a 175% increase in ad viewability as a result of improved templates.
- Managed editorial calendar and team brainstorming sessions; assigned all stories and managed editorial production for custom content program with sales team.



## Waywire

Editor-in-Chief

June 2012 - July 2013

- Devised and implemented the company's contact strategy, including user notifications, a welcome email series and content-driven newsletters 3 times per week that consistently outperformed industry averages.
- Strategized for growth including the curation of 12 new video channels as potential new editorial products and sources of revenue.
- Established and maintained editorial calendar that directed all site video and email content.



## Jetsetter - Gilt

Editorial Director, Jetsetter UK; Content Director, Jetsetter

June 2009 - January 2012

- Part of the founding team of Jetsetter; developed editorial voice and guidelines across the site and created database of freelance writers for 3 months prior to public launch.
- Recruited and managed editorial teams in both New York and London (a staff of 6 full-time editors as well as freelancers); developed guidelines for Jetsetter's launch in the US and UK.
- Wrote and edited Jetsetter's daily and weekly emails (subscriber base of over 6 million), the primary source of site traffic.
- Oversaw the production of 30 pieces of ecommerce content weekly; directly edited 7-9 of these.
- Quoted in several UK publications about travel trends, reaching an audience of nearly 1 million.
- Led editorial development of a special marketing event for luxury hotels with Condé Nast Traveler; included on-site features, social media promotion and advertising on Condé Nast properties including GQ, Traveler and Vogue.



## About.com - The New York Times

Executive Producer; Senior Editor; Editor

October 2005 - February 2009

- Developed About.com's custom content program with Sales and Product teams. Launched dozens of branded content packages for clients, including MGM, Marriott, Target, Walmart, P&G, Bank of America and more. Developed pitches, interfaced directly with agencies, and managed content direction, performance and the integration of new media (video, podcasts, UGC).
- Managed the Ecommerce Editor and improved ecommerce affiliate marketing and revenue via optimized reviews, strategic partnerships and incentive programs for freelance writers.
- Editor of the travel and local content channels for over 2 years; travel channel traffic doubled from 25 million to 50 million page views. Managed 90-100 freelancers, hiring 25 new writers.
- Directed all editorial aspects of email redesign; improved open rates, CTRs, and affiliate revenue.
- Managed the About.com homepage (over 200K page views per day).
- Wrote About.com's flagship email "About This Week" (150K subscribers) and internal newsletter.
- Managed 3 full-time editors and a part-time producer.

## EDUCATION



## Georgetown University

Bachelor of Arts, English. Minor in French

- One of 30 merit-based academic scholars at Georgetown.
- One of four students chosen to directly matriculate into the University of Sydney for a semester.