

Diana Kelly Levey

Freelance Writer. Copywriter. Content Marketing Writer. // diana@dianakelly.com // Long Island, NY

AWARD-NOMINATED FREELANCE CONTENT MARKETING WRITER WITH PROFESSIONAL MAGAZINE STAFF EXPERIENCE

FULL-TIME FREELANCE EXPERIENCE

DKL Content Services Inc., DianaKelly.com

Freelance Writer, Copywriter, Blogger, Editor, Ghostwriter, January 2006 – Present

- Develops and executes high-impact content strategies across multiple formats, including articles, blog posts, SEO content, sponsored posts, infographics, newsletters, white papers, landing pages, thought leadership blogs, and presentations
- Partners with top-tier B2B and B2C brands including PEOPLE, Health, USA Today, Men's Health, Real Simple, Reader's Digest, Target, Clinique, Neutrogena, Fitbit, Headspace, Walgreens, Sanofi, Synchrony Bank, and Adobe in industries spanning health, healthcare, fitness, weight loss, sleep, pets, beauty, and personal finance
- Achieves a 40-50% open rate on client newsletters, with SEO articles consistently ranking in top search results
- Recognized as a freelance expert, contributing quotes to Inc., Fast Company, U.S. News & World Report, and appearing on podcasts.
- Engages an audience with 40,000+ monthly impressions across social media platforms with a LinkedIn following of 13,000+

Client: [Freshpet](#)

Freelance Copywriter, Freshpetvet.com, July 2024 - Present

- Led a comprehensive content audit and developed a content strategy for new veterinarian-focused blog
- Writes targeted content for veterinarians, including articles, newsletters, pamphlet copy educating them on Freshpet products
- Curates and adapts material from client webinars, podcasts, and industry reports into high-value blog content

Client: [GNC](#)

Freelance Editor, Copywriter for The Amlani Group, January 2022 – June 2022

- Managed a team of copywriters to write PDPs, landing page copy, social copy, SEO articles, in-store signage, newsletter copy, and more for new subscription product launch
- Led the content strategy and execution of the GNC Routines launch, working cross-functionally with designers, UX teams, R&D, science teams, legal, marketing, and project managers.

Client: [Centennial Publishing](#)

Freelance Editor-in-Chief of Special Interest Magazines, Spring 2018 – Spring 2019

- Spearheaded the launch of *seven* 100-page bookazines (topics included weight loss, sleep) by conceiving table-of-contents, assigning articles to freelancers, editing content, writing articles, photo research, working with design
- Top-edited the entire magazine and wrote cover lines

Client: [Target 100, LizJosefsberg.com](#)

Editor, Content Strategist, Copywriter, Social Media Manager, May 2020 – September 2020

- Built content strategy for blogs and social platforms
- Managed content implementation and copywriting for the launch of digital weight loss course, website copy, sales landing pages, Facebook Ad copy, sales funnels, and more

Client: [FDNY Foundation](#)

B2B Magazine Feature Writer, book author, December 2014 – January 2022

- Authored four books for the Foundation for the New York City Fire Department
- Wrote 2,000-word length B2B magazine cover story features for Pro Emergency Medical Services magazine each quarter

SKILLS

Email Marketing, e-Commerce writing, SEO writing, Copywriting, Social Media Management tools (Meta), Google Analytics, SEO, Audience Development, Drupal, Mailchimp, Mailerlite, Figma, BeeHiiv, Asana, Notion, Sailthru, Content Management Systems, HTML, Wordpress, Squarespace, Social Media Management (Hootsuite, Meta, Sprout), AP Style, Teachable, Aweber, Notion, Zapier, SEMRush, Ahrefs, Basecamp

DIANA KELLY LEVEY PROFESSIONAL STAFF EXPERIENCE

MUSCLE & FITNESS MAGAZINE

Senior Online Editor April 2014 – May 2017 New York, NY

- Wrote editorial articles and sponsored content for the magazine and website, interviewed celebrities
- Assigned and edited articles to a team of 10-plus freelancers, interns and junior-level editors
- Managed the brand's social media for Facebook, Twitter/X, Pinterest, and Instagram page
- Wrote weekly email newsletters and sponsored email newsletters
- Acted as an editorial liaison for the brand with MSN, Yahoo!, advertising, creative, and marketing departments

NATURAL HEALTH MAGAZINE

Online Editor October 2014 – February 2015 New York, NY

- Managed content builds from magazine, optimized for SEO
- Built and edited weekly email newsletters in Sailthru

BOOKISH.COM

Freelance Syndication Editor April 2013 – January 2014 New York, NY

- Developed partnerships with magazines, MSN, Yahoo!, newspapers, and industry blogs to grow the book publishing brand's editorial website
- Quadrupled Bookish's article placements and increased page views and traffic through content exposure

PREVENTION MAGAZINE

Senior Online Editor January 2009 – February 2013 New York, NY

- Assigned and edited 10-plus original articles and blogs a month for syndication, content, or ad needs
- Managed social media platforms and audience development efforts for *Prevention* magazine
- Developed content for books (The Flat Belly Diet for Men, The 400-Calorie Fix) and brand apps
- Wrote engaging articles, blogs, and video scripts based on health, weight loss, fitness, and lifestyle news
- Represented the magazine's brand at events, on radio interviews, national and local TV segments

WEIGHTWATCHERS.COM

Associate Editor/Fitness Editor January 2006 – January 2009 New York, NY

- Wrote 40-plus articles a year, including a monthly column
- Assigned out and edited over 10 articles and blogs weekly; including blogger Hungry Girl
- Wrote and/or edited weekly brand emails
- Performed copywriting duties for Weight Watchers' e-commerce product pages
- Oversaw copyediting initiatives, integration of new product launches and legal feedback onto the website