

Dalene Rovenstine.

Content Marketing Executive & Experienced Journalist

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Work Experience.

Vice President, Content Marketing

SingleCare

📅 March 2022 to March 2024

- Created and innovated content marketing strategy for the healthcare technology company; ensured editorial standards were met on SingleCare's blog, The Checkup, which averaged 3M monthly readers, in addition to SEO pages, social channels, emails, and other marketing initiatives
- Oversaw content marketing and social team members in monthly editorial calendar planning for the blog, email, and social channels
- Set and monitored team's KPIs based on traffic and conversion growth

Senior Director, Content Marketing

SingleCare

📅 November 2020 to March 2022

- Developed and maintained blog editorial calendar with 30 monthly articles, including educational health content, customer testimonials, and staff profiles
- Launched new marketing initiative to reach industry professionals; expanded target audience to reach 100K+ users in pilot program
- Supervised assistant director of content marketing and 3 marketing associates

Content Marketing Director

SingleCare

📅 April 2019 to November 2020

- Defined and implemented content marketing strategy during company rebrand
- Relaunched blog and increased average monthly views by 566% in first year
- Recruited, hired, and managed staff editor and 50+ freelance writers and reviewers
- Spearheaded inaugural Best of the Best Pharmacy Awards program to honor pharmacy professionals across the U.S.

Managing Editor

GrokNation.com

📅 January 2018 to March 2019

- Relaunched actress Mayim Bialik's blog and grew monthly pageviews by 450%
- Assigned and edited articles across all verticals, including entertainment, food and drinks, style, parenting, and home decor
- Trained and managed freelance editor, 20+ writers, and web developer

Deputy Editorial Manager

Entertainment Weekly

📅 March 2017 to January 2018

- Led digital operations for EW.com, including analyzing article performance and compiling reports and recommendations for assigning editors
- Prepared and executed digital rollout plans for each print issue; served as digital editor for long-form stories
- Collaborated with product team to innovate and improve site UX
- Ran New York-based intern hiring process; mentored interns once onboarded

TV Recap Editor

Entertainment Weekly

📅 June 2014 to March 2017

- Determined and assigned coverage for recaps and online reviews based on ratings, critical acclaim, online traffic, and audience interest
- Recruited and managed 20+ freelance writers and an assistant recap editor
- Established guidelines for comment moderation and community engagement
- Interviewed actors, directors, and producers for articles on EW.com and in print

Copy Editor

Niche Media (now Modern Luxury)

📅 April 2012 to June 2014

- Copyedited and proofread *Gotham*, *Hamptons*, and *Michigan Avenue* magazines
- Wrote food and drink, style, and home decor articles in print and digital

Strengths.



Strategic Planning

Developed and delivered content marketing initiatives that aligned with brand objectives and increased traffic by an average of 129% year-over-year



Team Leadership

Hired and managed more than 50 contributors while leading a full-time staff of 4; mentored junior team members to help achieve career goals and growth



Ownership

Demonstrated high levels of ownership by taking initiative and driving results; consistently exceeded team KPIs

Featured Work.

Byline has appeared in *Entertainment Weekly*, *TVGuide.com*, *Tudum* by Netflix, *Worth*, *The Village Voice*, *Eat This Not That*, *Hamptons*, *Popular Mechanics*, *Gotham*, *Aspen Peak*, *Philadelphia Style*, and *Michigan Avenue*

Technical Skills.

Analytics

Chartbeat, Parse.ly, Google Analytics, Hotjar, and Adobe Analytics

Workflow Systems

Asana, Airtable, Trello, JIRA, and Zapier

Social Media & Marketing Tools

Buffer, HootSuite, Agorapulse, Later, Typeform, MailChimp, OptinMonster, Content Harmony, and Clearscope

CMS & Web

WordPress, Drupal, search engine optimization (SEO), and basic HTML

Design & Print

InDesign, Photoshop, Canva, and InCopy

Style Guides

AP, Chicago, NYT, APA, and MLA

Education.

Master of Arts in Magazine Journalism

University of Missouri
Columbia, Missouri

Bachelor of Arts in Mass

Communications/Journalism
Southern Nazarene University
Bethany, Oklahoma