

Dalene Rovenstine.

Editorial & Content Strategy Leader | Experienced Journalist

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Work Experience.

Director of Content

Sandow Design Group

📅 July 2025 to present

- Analyze web, social, and search performance across *Interior Design*, *Metropolis*, and *Luxe Interiors + Design* to identify growth opportunities and develop data-driven editorial and distribution strategies
- Audit and optimize digital editorial workflows; introduce new systems, automation, and AI-assisted tools to increase team efficiency, reduce production bottlenecks, and streamline content delivery
- Led operations as Interim Digital Director for *Interior Design*; oversaw editorial calendar planning, freelance writers, and daily publishing across site and social

Content Strategy & Editorial Consultant

Multiple brands

📅 March 2024 to present

- Develop content marketing strategies for brand relaunches and new product positioning, including strategic planning for a wellness beverage brand launch
- Write, edit, and optimize editorial and branded content for a range of clients—including Design Milk, Byrdie, Tudum by Netflix, TVGuide.com, and Ro—across both short-term and long-term assignments

Content Marketing Director

SingleCare

📅 April 2019 to March 2024

- Created content marketing strategy for healthcare technology company; ensured editorial standards across health & wellness blog (3M monthly readers), SEO pages, social channels, email campaigns, and integrated marketing initiatives
- Managed a 4-person content marketing and social media team and oversaw more than 50 freelance writers and medical reviewers
- Launched new marketing initiative to reach industry professionals; expanded target audience to reach 100K+ users in pilot program
- Relaunched blog and increased average monthly views by 566% in first year
- Piloted Best of the Best Pharmacy Awards, establishing a national brand program

Managing Editor

Grok Nation

📅 January 2018 to March 2019

- Relaunched actress Mayim Bialik's lifestyle site; grew monthly pageviews by 450%
- Assigned, edited, and optimized content across entertainment, food and drinks, style, parenting, and home decor verticals
- Led digital operations and audience growth strategies; trained and managed freelance editors, 20+ writers, and web developers

Entertainment Weekly

Deputy Editorial Manager

📅 March 2017 to January 2018

TV Recap Editor

📅 June 2014 to March 2017

- Led digital editorial operations for EW.com; analyzed article performance and delivered data-driven recommendations to assigning editors for traffic growth
- Planned and executed digital rollout strategies for print issues; served as digital editor for long-form features and breaking news as needed
- Assigned and edited coverage for TV recaps and reviews using audience insights, ratings data, and SEO performance signals
- Interviewed actors, directors, and producers for EW.com and print features

Copy Editor

Niche Media (now Modern Luxury)

📅 April 2012 to June 2014

- Copyedited and wrote lifestyle content for *Gotham* and *Hamptons* magazines

Strengths.



Strategic Planning

Design and implement multi-team workflows to ensure accuracy, consistency, and on-time deliveries



Team Leadership

Lead internal teams and large freelance networks to collaborate and meet ambitious deadlines



Ownership

Take initiative to drive projects from conception through final publication at highest standards

Technical Skills.

Analytics

Chartbeat, Parse.ly, Google Analytics, Hotjar, Supermetrics, and Looker Studio

Workflow Systems

Asana, Airtable, Trello, ClickUp, Notion, JIRA, and Zapier

Social Media & Marketing Tools

Buffer, HootSuite, SocialPilot, Later, Kit, Typeform, MailChimp, SEMRush, Content Harmony, and Clearscope

CMS & Web

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

Design & Print

InDesign, Photoshop, Canva, and InCopy

Style Guides

AP, Chicago, NYT, APA, and MLA

Featured Work.

Byline has appeared in TVGuide.com, *Entertainment Weekly*, Tudum by Netflix, Design Milk, *Worth*, *Interior Design*, *Luxe Interiors + Design*, *The Village Voice*, *Metropolis*, *Real Simple*, *Popular Mechanics*, *Eat This Not That*, *Hamptons*, *Gotham*, *Aspen Peak*, *Philadelphia Style*, *Ro*, and *Michigan Avenue*

Education.

Master of Arts in Magazine Journalism
University of Missouri | Columbia, MO

Bachelor of Arts in Mass Communications/Journalism
Southern Nazarene University | Bethany, OK