



JASMINE FOX-SULIAMAN

FASHION & FEATURES EDITOR

Jasmine is a writer and editor with seven years of experience in the editorial space at multiple leading digital publications. Her intention through her work is to foster creative content, lead meaningful conversations, build relationships, and change the fashion industry at large.

CONTACT

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SKILLS

- Writing & Editing
- Interviewing
- Public Speaking & Panel Moderation
- Social Media & Social Media Marketing
- Social & Editorial Strategy
- Editorial & Creative Production
- Affiliate & Commerce Best Practices
- Community Management
- Influencer Management

EDUCATION

- University of Denver | BA Marketing, 2014

REFERENCES

DREW ELOVITZ
FORMER WWW MANAGING EDITOR

drew.elovitz@gmail.com
412.860.7775

MICHELLE PLANTAN
FORMER WWW SOCIAL DIRECTOR

michelleplantan@gmail.com
310.623.6231

MEDIA EXPERIENCE

EDITOR

Who What Wear | present

- Ideating and writing exclusive fashion, beauty, and entertainment feature stories around tentpole editorial themes.
- Working with the managing editor and entertainment director to secure the talent for feature profiles, shape story ideation, and write Q&A interviews and cover stories.
- Writing market and SEO keyword stories around high-priority affiliate partners that contributed \$23k in affiliate sales in 2021 alone.
- Helping lead team brainstorm, create sit hubs, and assign editorial content around critical cultural events such as Black History Month, Pride Month, and AAPI Heritage Month.
- Partnering with the branded content team to write around branded franchises and more significant campaign initiatives like Affirm's Shop With Who What Wear Event, Macy's, and more.
- Attending previews, events, and fashion week on behalf of the publication to build press and brand relationships.
- Helping capture BTS video content and podcast episodes for cover shoots.

AUDIENCE ENGAGEMENT EDITOR

Who What Wear | 2020-2021

- Wrote monthly stories around tentpole events, high-ranking SEO keywords, community-focused stories, and trending pop culture moments.
- Worked with the EIC, CCO, and Managing Editor to launch a new process around tentpole planning and setting benchmarks to ensure more inclusive content.
- Worked with the audience development departments to build special hubs around tentpole events and ensure they had access to the editorial plan for the newsletter and social promotion.
- Worked with the higher editorial team to meet KPIs around diversity and inclusion, including creating editorial sharing sessions for identifying new talent and brands to cover on-site.
- Helped execute audience activations like The Street Style Awards and March Madness to help build brand affinity and include loyal readers in the editorial process.

COMMUNITY MANAGER

Clique Brands: Who What Wear, Byrdie, MyDomaine | 2017-2020

- Managed daily engagement and content moderation across all social channels for all of Clique brand's digital properties.
- Worked with the social team to build the brand's biggest UGC hashtag, #WhoWhatWearing through tapping readers and influencers to contribute to on-site content and bi-weekly roundups on IGS.
- Helped ideate new social, video, and editorial franchises using social listening tools and data to identify trends, whitespaces, and community feedback to inform editorial content creation and strategy.
- Managed Clique's first-ever community-sourced talent searches for editorial shoots.
- Launched Who What Wear's Facebook Messenger Bot and grew the subscriber base to 300,000.

SOCIAL MEDIA EDITOR

MyDomaine | 2015-2017

- Lead social post creation across platforms, including video assets and memes.
- Established a digital and social media strategy that accounted for 44% of all traffic to the site in 2016 (6.1 million viewers)
- Compiled weekly data-led reports on the success of social campaigns and posts using Charito, Google Analytics, and native social platforms.
- Worked alongside the editorial team to establish best practices for pickups and create its newsroom.