

JAMES OLIVER CURY

41 Frost St, Brooklyn, NY 11211 • 917-749-5683 • jamescury@gmail.com

FREELANCE WRITING

Travel & Leisure
The Hollywood Reporter
The New York Times
Food & Wine
Details
Esquire
Bloomberg
Wired.com
CNN
Playboy
Men's Journal
SPIN
Rollingstone.com
Entertainment Weekly
Rachael Ray Magazine

DIGITAL STRATEGY CONSULTING

De Gustibus
(Cooking School)
Authentic Italy
Mulholland Distilling
The Plunge
YogaMaya
Dirt to Dinner

EDUCATION

Wesleyan University
Middletown, CT
University College
London, England
Stuyvesant High School
New York, NY

SKILLS/TRAINING

Omniture, KPIs/OKRs,
SEO, Google Analytics,
Parse.ly, Excel, Slack,
Photoshop, Powerpoint,
Outlook, Agile Management,
TeamSite,
WordPress, newsletters,
MailChimp, budgeting,
hiring/firing, syndication,
video production,
Brightcove, YouTube,
Vimeo, Facebook,
Twitter, Instagram,
Pinterest, LinkedIn,
Hootsuite, Sprout Social,
Jira, Monday.com,
AirTable, CrowdTangle

EXPERIENCE

Digital Strategy Consultant

2018 - Present

- Conceive and execute editorial and marketing plans for lifestyle sites including De Gustibus cooking school, Authentic Italy travel company, and The Plunge wedding site
- Boost traffic and brand awareness with SEO-optimized content, newsletters and social media
- Build new franchises: recipes, regional maps, comparative reviews, and live virtual classes

Editor / LADDERS NEWS

2021

- Doubled the volume of daily news posts by adding more syndicated content, guest contributors, and updates of previously successful, evergreen articles
- Improved content quality by imposing more rigorous editing standards and experimenting with social-media embeds, timelines, and quizzes
- Co-created a multimillion-dollar product that Ladders sold to Industry Dive in 9/2021

VP, Digital Director / THE POINTS GUY (BANKRATE)

2016 - 2017

- Doubled traffic (2.4 million to 4.8 million UVs) in a year; grew edit team from 5 to 15 people
- Expanded news, reviews, and lifestyle coverage, pushing content from 5 to 15+ posts per day
- Explored new verticals to diversify readership (family travel, product reviews)
- Oversaw a fully responsive site redesign, raised photo standards, spearheaded infographics
- Produced videos in Asia, Africa, and New York with corresponding social-media cuts
- Managed sponsored-content and affiliate-network campaigns with banks and airlines

Digital Director / DETAILS (CONDÉ NAST)

2012 - 2015

- Oversaw 10x growth in traffic and exponentially increased social media following and engagement on Twitter, Facebook, and Pinterest
- Added more than 1 million UVs/month by creating the world's first men's style blogger community – with editorial integration opportunities and sponsored/native programs
- Created video franchises: "60 Seconds With" celebrity Q&As, "We Want It" editors' picks
- Produced (daily) high-quality, fast-turnaround videos from Men's Fashion Week in Europe
- Launched new weekly columns about wine, cocktails, health myths, and street style
- Identified joint-venture partners for e-commerce, link swaps, and newsletter contests

Web Director, Shelter Group / HEARST MAGAZINES (DIGITAL MEDIA GROUP) 2009 - 2011

2009 - 2011

- Developed SEO/content strategy and programming for four home/lifestyle sites: HouseBeautiful.com, CountryLiving.com, GoodHousekeeping.com, and TheDailyGreen.com
- Hit record traffic for all four sites (HB traffic grew 30% year to year)
- Managed/mentored 12 editors plus interns, top-edited copy
- Oversaw edit calendars, blogs, videos, redesigns, and RFP coordination

Committee Member / JAMES BEARD AWARDS (RESTAURANTS & CHEFS)

2007 - 2011

- Managed the NYC team of 20+ judges, soliciting input for nominations
- Updated other committee members on new culinary developments
- Judged both Restaurant & Chef Awards and Media Awards

Executive Editor / EPICURIOUS.COM (CONDÉ NAST)

2007 - 2009

- Grew traffic to 60 million PVs and 6 million UVs with 33% growth to non-recipe pages
- Won awards: Webby, James Beard, MIN, OMMA, MPA, and a New York Emmy
- Coordinated syndication with Yahoo, AOL, Daily Beast, YouTube, and Hulu
- Added wine pairings to recipes working with joint-venture partner Snooth.com
- Raised more than \$3.5 million with the first "Epicurious Entertains NYC" event
- Introduced the Epicurious iPhone app, downloaded more than 10,000,000 times

Food Editor, Restaurant Critic & Drinks Columnist / TIME OUT NEW YORK

2003 - 2006

- Managed the annual Eat Out Awards and hosted the ceremony
- Reviewed/previewed restaurants; covered trends in beer, wine, spirits, and cocktails
- Wrote fashion stories, book reviews, celebrity profiles, musician Q&As and cover packages
- Appeared on TV (morning news shows and On Demand); judged food and drink competitions