

# John Mihaly

914.522.7653

jmihaly@gmail.com

johnmihaly.com

## Summary

- Editor, Writer, and Content Creator with more than 15 years experience in digital and print publishing for leading entertainment and consumer brands.
- Leadership/management in bringing diverse teams together to achieve a common goal.
- Expertise in connecting with audiences through storytelling while forecasting and responding to shifts in content consumption.
- Proven ability to execute creative ideas and concepts with limited resources without sacrificing levels of quality while always remaining on budget and on time.

**North Street Creative**, New York, NY Sept. 2018 – Present

### **Content & Research Strategist**

- Developed editorial strategies and produced SEO-optimized content for a wide array of North Street clients ranging from finance and real estate to market research and fashion.
- Created marketing content for North Street to promote thought leadership on branding and design (blog posts, white papers, one-pagers, social media, editorial calendars).

**The Plunge**, Harvard Business School, New York, NY Dec. 2017 – Aug. 2018

### **Executive Editor**

- Acted as strategic editorial consultant on a start-up men's lifestyle brand.
- Implemented management system (Kalo) to onboard and organize 100+ freelancers.
- Created and maintained editorial calendar while steering and expanding brand identity.
- Developed new verticals with a focus on SEO-driven-, affiliate-, and sponsored content.

**Thrillist**, Group Nine Media, New York, NY Sept. 2016 – Mar. 2017

### **Deputy Editor**

- Managed Thrillist's largest vertical overseeing a team of 8 editors and dozens of freelancers while publishing 70+ weekly stories in 39 national and international markets.
- Top-edited stories providing crucial final feedback ensuring each article met all brand standards that produced 25+ million unique monthly visitors for the site.
- Guided junior editors in ideation and efficiency processes, team building, and critical thinking to create a more cohesive unit.

**Cycle**, Laundry Service, New York, NY July. 2016 – Aug. 2017

### **Editorial Director (Interim/Freelance)**

- Directed a team of young editors focused on creating sports- and pop culture content.
- Worked directly with sports agents to develop original, first-person stories for NFL, NBA, WNBA, MLB and Olympic athletes, "in their voice."

**M-Theory**, Brooklyn, NY Sept. 2014 – June 2016

### **Editorial Director**

- Launched an independent content creation agency focused on brand storytelling for clients including Pernod Ricard/The Glenlivet, Sears, and Dockers.

**WWE Magazine**, WWE, Stamford, CT Mar. 2007 – Sept. 2014

**Editor-In-Chief, Digital & Print Publications** (2/13 – 9/14),

**Deputy Editor** (8/11-1/13), **Features Editor** (3/07-7/11)

- Transformed *WWE Magazine* into a digital publication with fully interactive tablet and mobile editions with no additional staff or budget. Showed immediate profitability.
- Lead a downsized department of 15 to increase output while maintaining the highest levels of quality on a yearly schedule of 25 total issues across three print publications.
- Developed strong relationships with celebrity talent (million+ social media followers).

**FHM Magazine**, EMAP Metro, New York, NY Dec. 2005 – Dec. 2006

### **Assistant Editor**

- Edited diverse front-of-book content for global, monthly, men's lifestyle publication.

**Freelance Writer**, New York, NY September 2014 – Present

**Fatherly, Athletes Quarterly Magazine, Clearspace Studios**