

John Mihaly

914.522.7653
Jmihaly@gmail.com
johnmihaly.com
[LinkedIn](#)

Summary

- Editor, Writer, and Content Creator with 10+ years of managerial/leadership experience in digital and print publishing for leading entertainment and consumer brands.
- Expertise in connecting with diverse audiences (always in their voice) through storytelling and SEO while forecasting and pivoting to shifts in content consumption and algorithm changes.
- Success in producing evergreen, revenue-generating e-commerce and affiliate/shopping content.
- Proven ability to execute creative ideas and concepts with limited resources without sacrificing levels of quality while always remaining on budget and on time.

BuzzFeed, New York, NY Aug. 2019 –

Editorial SEO Strategy Manager For BuzzFeed Shopping

- Led a small but nimble editorial team in creating a multi-million-dollar secondary/additional revenue stream through intent-based, affiliate shopping content.
- Identified “white space” for new e-commerce opportunities by shifting the focus of SEO affiliate shopping content to underserved and undiscovered areas that were still audience-friendly (e.g., parenting/children).
- Created a strategy for consistently updating high-performing (both in revenue and ranking) existing SEO content that generated revenue of \$1M+ in its first year.

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 wedding and lifestyle brand.
- Created an editorial calendar while steering and expanding brand identity and managing freelancers.
- Established 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 and mentored junior editors in ideation and efficiency processes, team building, and critical thinking to constantly push for improvement in each and every story.

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

Editorial Director (Interim/Freelance)

- Directed a team of young editors focused on creating digital/social sports and pop culture content.
- Worked with NFL, NBA, MLB, and Olympic athletes to develop original stories, “in their voice.”

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

Editorial Director

- Launched a content creation agency focused on brand storytelling for Pernod Ricard, Sears, and more.

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

Editor-In-Chief, Digital & Print Publications (Feb 2013 – Sept. 2014)

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