

Dana Oliver

Beauty Director

✉ oliver.dana@gmail.com

🌐 danaoliver.com
[linkedin.com/in/danaloliver](https://www.linkedin.com/in/danaloliver)

Experience

Beauty Director & Managing Editor of Branded Content

Yahoo Life
2016 - Present

- Write beauty and wellness news articles, in-depth features and commerce stories
- Work with the sales, editorial and video teams to strategize, create and write omni-channel proposals
- Pitch, write, assign and edit branded content editorial and video features covering lifestyle and entertainment
- Host and writer for Yahoo Life's video series My Beauty, My Way
- Shape editorial voice of Yahoo Life's Youtube beauty series Accidental Beauty Blogger
- Participate in brainstorming sessions with sales team to answer a high influx of RFPs and design client-specific presentations
- Launched Yahoo's first-ever Diversity in Beauty Awards

Executive Fashion & Beauty Editor

The Huffington Post
2014 - 2016

- Wrote daily fashion and beauty news pieces, long-form features and market stories, including a "Beauty Glossary" series and beauty tutorial videos
- Discussed trending topics and news such as best in celebrity beauty, skinny shaming and racial profiling against women with natural hair as an expert on HuffPost Live
- Created and managed HuffPost Beauty Twitter and Instagram accounts

Education

City University of New York Graduate School of Journalism

MA in Journalism
2007 - 2008

- Dean's Excellence in Journalism Award
- Founding member of the National Association of Black Journalists and Society of Professional Journalists student chapters

Temple University

BA in Journalism
2003 - 2007

- Magna Cum Laude honors
- Member of the National Association of Black Journalists, National Honor Society, National Society of Collegiate Scholars, Temple University Community Service Association, Progressive NAACP, Temple Student Government and The Temple News

Skills

- Intimate knowledge of fashion, beauty and wellness, with longstanding industry relationships
- Strong organizational and project management skills; impeccable attention to detail and adept at crafting brand voice
- Ability to work with limited supervision on multiple projects, as well as manage a team under strict deadlines
- Passion for mentoring and developing emerging leaders
- Keen understanding of translating company business goals into lucrative sales proposals
- Versed in content management systems, using brand style guidelines and search engine optimization