



Sonya Reuther

Editor | Content Specialist | Storyteller

📍 London, UK

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Links

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Languages

English

About

A dynamic copywriter, editor and content specialist for the MICHELIN guides with over 15 years of experience in managing food, travel and lifestyle content. Responsible for press and media relations for launch and corporate events. B2B product demands involving high-level partners. Social media director, generating copy and monitoring audience engagement, including all CRM channels and SEO optimisation. A creative thinker, strategic planner and motivated leader, who enjoys challenges and is globally oriented. Seeking suitable roles in the content, editorial, publishing, media, PR and/or advertising realm in London, UK. For samples of my work, please visit: <https://guide.michelin.com/us/eni>

BRANDS WORKED WITH

Hearst Magazines

Michelin Guides - Food & Travel

MICHELIN Guides (Food & Travel)

Ruder Finn Inc.

Time Warner Inc., Health Magazine

Experience

● Editor and Content Director

Michelin Guides - Food & Travel | Mar 2008 - Now

- Authorised, created and edited long-form articles, first-person essays, profiles and reviews for the MICHELIN (Food & Travel) guides
- Generated profitable, market-orientated editorial and publishing strategies for the Guides across all print and digital formats
- Strategised content and monitored audience engagement for social media, including all CRM channels and SEO optimisation
- Fulfilled, on an ongoing basis, B2B services and B2C product demands based on client needs by working with suppliers
- Managed budgets for staff members and freelance vendors, approving spending requests through evidence-based analyses
- Copywriter and editor in charge of press/news releases pertaining to launches and other hospitality industry-related events
- Liaised between the Guides and journalists during launches and for special/corporate campaigns involving high-level partners
- Produced a proprietary style guide to ensure high-quality editorial standards plus consistent and recognisable brand identity

● Managing Editor

MICHELIN Guides (Food & Travel | Mar 2008 - Mar 2017

- Created and edited all print and digital content for the MICHELIN guides, North America, and select international guides
- Created a proprietary style guide to ensure high editorial standards plus consistent, recognisable, and ownable brand identity
- Collaborated with journalists and media for launch events and special B2B campaigns involving high-level partners
- Trained and refined skills required from staff members, keeping track of hours and expenses, to ensure the best outcome
- Negotiated the implementation and delivery of contracts and NDA's for all freelance editorial and production-related vendors
- Managed press relations and consumer engagement/inquiries on behalf of the MICHELIN guides for North America
- Developed and monitored Social Media content, ensuring an ongoing, accurate inventory for all platforms and CRM channels
- Contributed on a regular basis to B2B and B2C product demands as well as new territories under consideration by the Guides

● Editorial Coordinator

Hearst Magazines | Jun 2005 - Jun 2007

Worked directly with the VP of Creative Communications of Hearst Magazines to conceive new pages for various supplements, including Tu Vida, the first ever upscale lifestyle magazine for Latin women

- Provided full editorial and production support, including writing, fact-checking, proofreading and copy editing
- Supervised the editorial and production process from composition to completion by ensuring the timely procurement of all content
- Maintained contact with all vendors, including authors, publicity personnel and copy editors
- Developed an extensive archival system for all editorial and artwork undertaken by the Creative Communications team

- **Editorial & Sales Assistant**

Time Warner Inc., Health Magazine | Jan 2004 - Mar 2005

Coordinated with Beauty, Fashion and Health editors along with their high-level clients to generate new pages

- Researched and composed client- and category-specific presentations for editorial and sales mailings
- Provided editorial support and organised the monthly edit book for upcoming magazine issues
- Supervised the layout of as well as assisted in the composition of editorial and advertising pages

- **Editorial Assistant**

Ruder Finn Inc. | May 2001 - Oct 2003

Composed press releases, press alerts and developed media campaigns for important clients, ensuring their continued business

- Pitched client services to print and broadcast media, like The New York Times, The Washington Post, CBS and NBC
- Organised PR campaigns for global clients, like the Afghan Women's Summit in Brussels, Belgium, as well as for leaders of the Millennium World Peace Summit (both UN affiliates)

Education & Training

1998 - 2001

- **Columbia University**

Double Bachelor of Arts, Creative Writing & English