

AYA MCMILLAN

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Editorial Director & Digital Media Manager

A results-driven digital media professional with 10 years of proven success in editorial, brand building, and online property development for leading women's publications. Strategically minded with a creative vision for uncovering innovative and effective solutions to develop, grow, and leverage online communities. Extensive network and experience working within the fashion and design industry and with top online brands including Microsoft and Yahoo.

PROFILE

- 10 years editorial experience for print and online brands
- Ability to transform strategic vision into operational frameworks for execution
- Expertise building brand and commercial synergies across online platforms and communities
- Recognized thought-leader on social marketing and networking
- Extensive fashion and beauty professional network in Canada, USA and Europe
- Proven leadership skills in managing complex projects and teams
- Deep understanding of the female 18-55 market with unique subject matter expertise in fashion, beauty, bridal, home, and lifestyle

PROFESSIONAL EXPERIENCE

Editor, Writer and Digital Media Consultant, Freelance (Jan 2011 - Present)

Produce, direct and consult on editorial content and interactive marketing initiatives for a variety of print and web portals.

- Managed the complete editorial process to deliver a digital shopping magazine from concept to launch
- Authored co-branded fashion and beauty features for ElleCanada.com and Sympatico and both the Fall 2011 Runway Trends and Spring 2012 Beauty Special Interest Publications for *FLARE* magazine
- Produced lifestyle content for custom luxury magazine for Ford Motor Company in partnership with Rogers Strategic Creative
- Grew freelance client base from one to nine within five months

Senior Editor, Flare.com (2008 – Dec 2010)

Promoted to manage all editorial for Flare.com with the mandate to rebrand the site, increase traffic and build synergies with other Rogers online and print media.

- Created the strategic plan for flare.com including brand positioning, traffic growth, content quality and strategic partnerships
- Built an operational framework to allow a cross-functional team to execute with transparency and accountability to key performance metrics
- Increased web site traffic from 2008 – 2010 by 84%
- Increased page views from 2008 – 2010 by 215%
- Increased average viewing duration by 47%
- Managed a key strategic partnership with Microsoft that contributed to 24% YoY traffic growth from 2009 - 2010
- Spearheaded the concept and launch of the Bridal channel in 2009 — the site's most

- successful initiative to date
- Developed new interactive page designs which led to incremental growth in average site visit duration
- Increased newsletter subscriptions and frequency which led to a higher viral referral rate
- Architected a strategy and policy for leveraging social networking sites to improve loyalty and audience engagement which has been adopted by other Rogers brands
- Led a site rebuild in 2009 which included a complete CMS restructuring
- 2010 Finalist for Best Website by the Canadian Online Publishing Awards

Fashion News Editor, *FLARE* Magazine (2006 – 2008)

Lead editor for fashion news, features and market pages of *FLARE* magazine.

- Wrote, edited and managed freelance content for news, features and trends sections of the magazine
- Established online presence through a fashion news blog, fashion week coverage and e-newsletters which grew readership and interest across all audiences
- Managed freelance writer and photographer resources to produce quality content
- Hired and managed interns to help in creation of content

Style Editor, *WeddingBells* magazine (US) and *WeddingChannel.com* (2002 - 2006)

Produced fashion, beauty, lifestyle and tabletop stories for print and online properties.

- Created quality editorial and advertorial content
- Built an extensive professional network in production and brand labels
- Contributed to the strategic direction and execution for stories, video shoots and overall editorial philosophy and brand
- Wrote runway reviews and trend reports for New York Bridal Market collections which received over five million unique visitors per day on weddingchannel.com
- Managed a team of interns to contribute to editorial content development

EDUCATION

MOUNT ALLISON UNIVERSITY, B.A. Politics, *summa cum laude*, May 2000
Sackville, NB (GPA: 3.85)