

KELLI SOLOMON

PROFESSIONAL SUMMARY

Culinary editor and food content strategist with 10+ years of experience creating multi-platform food, dining, and travel coverage across digital, social, newsletters, and branded content. Experienced assigning and editing contributors, developing editorial packages, shaping distinct brand voices, and using audience insights to grow engagement. Culinary-trained with experience at Tastemade, Serious Eats, Food52, and major food brands.

EDUCATION

New York University Bachelor's , Media Culture & Communications Minor: Food Studies	Institute of Culinary Education Culinary Arts Diploma
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WORK HISTORY

CULINARY EDITOR Tastemade , New York, NY	November 2025 to Present
• Lead editorial strategy and programming across Tastemade Cooking's recipe, meal plan, and food/travel content, setting weekly and seasonal priorities around audience behavior, food trends, destinations, and platform goals. • Develop and edit social-first dining and travel guides focused on where to eat in cities, turning restaurant research into useful, entertaining, on-brand recommendations. • Manage Tastemade's weekly newsletter (300k+ subscribers), shaping editorial packages and optimizing content to increase engagement and conversions. • Partner with product, social, streaming, and growth teams to identify coverage opportunities and distribute culinary content across channels. • Edit and develop service-driven food content, maintaining Tastemade's voice, culinary standards, and usefulness for a broad digital audience. • Use audience insights and performance trends to refine programming and surface content with the strongest growth potential.	
SENIOR SOCIAL EDITOR Serious Eats (People Inc.) , New York, NY	February 2024 to October 2025
• Managed a roster of food contributors; assigned, edited, and fact-checked recipes and headnotes, guiding contributors through drafts to meet Serious Eats' voice, style, and editorial standards. • Helped shape Global Eats, a multi-city guide for food travelers; contributed to city selection, worked with writers as stories developed, connected destinations to existing recipe content, selected imagery, and created promotional content and landing-page assets. • Developed, tested, wrote, and edited original recipe and culinary technique content, balancing service, rigor, and a distinct editorial voice. • Generated and analyzed traffic reports and performed content audits with the growth team to inform editorial and social strategy. • Translated written editorial content into social-first video formats, supporting reach and engagement across channels.	
CONTRIBUTOR, EDITORIAL & KITCHEN Food52 , New York, NY	May 2021 to April 2024
Video Series: Bake it Up a Notch, Cook & a Half, Rome's Cozy Kitchen, Secret Sauce, Sweet Heat • Researched, developed, and tested trend-driven food content for Food52's community and editorial video franchises. • Prepped, cooked, and styled recipes for studio shoots, collaborating with chefs, photographers, and video teams. • Revamped recipe headnotes, product description pages, and articles to improve SEO and discoverability.	
ASSOCIATE CONTENT DIRECTOR Droga5 (Part of Accenture Song) , New York, NY	October 2018 to April 2023
Clients: Barilla, Hershey's, Kraft, Mondelēz International, Huggies • Spearheaded new standards for Kraft's brand voice, setting tone and style guides used across editorial and CRM content. • Developed and edited branded recipe content for Barilla, overseeing testing, editorial refinement, and digital publication. • Designed and optimized content strategy for Kraft's CRM program, increasing engagement across email and digital touchpoints.	

- Managed and mentored junior writers, guiding the development of clear, high-performing editorial content.

SENIOR COPYWRITER

April 2018 to October 2018

MXM/Dotdash Meredith, New York, NY (Acquired by Accenture)

Clients: Barilla, Hershey's, Kraft, Wasa, Huggies

- Wrote campaign and editorial copy for Barilla across social, e-commerce, blogs, and websites.
- Implemented a new email strategy for Kraft, increasing conversion rates by 21% through A/B testing and integrated social.
- Revamped social content for Barilla and Wasa, resulting in double-digit growth across platforms.
- Developed recipes and updated Kraft's style guide, strengthening consistency across its digital content catalog.

SOCIAL MEDIA MANAGER

December 2015 to April 2018

Showtime Networks, New York, NY

Series: Billions, The Chi, The Circus, Homeland, Ray Donovan, Shameless & Comedy Specials

- Created social and digital content to promote Showtime's Emmy-winning series and support audience growth.
- Led series social strategy from announcement through finale, including seasonal and off-season editorial planning.
- Planned and oversaw influencer screenings, red carpet premieres, and talent panels to extend reach around new and returning series.
- Optimized multiple KPIs for each series, driving increased engagement and trial subscriptions.

SOCIAL MEDIA STRATEGIST

August 2015 to December 2015

MRM/McCANN, New York, NY

- Wrote and maintained clients' social media calendars, tapping into seasonal moments, trends, and audience behavior.
- Researched and reported on social trends and competitor activity to inform content planning.

CONTENT MANAGER

July 2013 to July 2015

360i, New York, NY

- Designed a Webby Award-nominated social strategy for Top Chef's Instagram account.
- Revamped editorial calendars across multiple accounts with original content tailored to social communities and platform behavior.

SOCIAL MEDIA PRODUCER

August 2012 to June 2013

Attention USA, New York, NY

- Managed multiple social media projects with competing timelines and deliverables.
- Oversaw a creative team developing digital content for websites and social media platforms.

SKILLS			
	• Editorial Strategy & Calendars • Contributor Assignment & Management • Food, Dining & Travel Coverage • Editing & Fact-Checking	• SEO & Content Optimization • Audience Growth & Analytics • Newsletter Strategy • Seasonal Content Programming	• Brand Voice & Style Guides • Social & Multi-Channel Distribution • Restaurant & City Guides • Content Strategy