

Lauren Paige Richeson

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Senior Editor

Lauren Paige is a writer and editor with over a decade of experience in food, health, wellness, and beauty. Her debut cookbook, *Avocado Obsession*, was published by Simon & Schuster in 2020. She serves as Deputy Editor-in-Chief of *Beauty Chronicles* and has contributed to *National Geographic* and *Architectural Digest*.

WORK EXPERIENCE

Officine Universelle Buly 1803 **Nov 2025 - Present**
Deputy Editor - The Beauty Chronicles Magazine **Paris, Île-de-France, France**

- Lead editorial direction of a bilingual (French-English) large-format magazine on plants, landscape, culture, and beauty; manage international team of 18+ contributors across a 56-page debut issue.

People Inc. **Jun 2022 - Mar 2026**
Commerce Editor, Health.com

- Manage the commerce editorial strategy and content creation for Health.com, focusing on expert-backed, SEO-optimized product reviews and health articles. Review and manage priority article update lists across the Health portfolio.
- Lead product testing efforts by working closely with research teams to improve methods and incorporate insights into credible, competitive content.
- Oversee and mentor freelancers, enhance content performance using analytics and reindexing techniques, and collaborate with paid, social, and distribution teams to boost visibility and revenue. Identify ways to optimize evergreen content to increase SERP rankings and improve keyword results.
- Create and assign detailed content briefs to a team of writers and editors that identify content gaps and suggest improvements for articles' search performance based on editorial and SEO best practices (e.g., on-page optimization, keyword analysis, internal linking, content refreshes).
- Stay updated on algorithm changes by regularly auditing sites to enhance our ranking on platforms like Apple News, Google Shopping, and Google Search.

Various Publications **Jan 2016 - Jan 2026**
Freelance Writer

- I've contributed to *National Geographic*, *Wine Enthusiast*, *Architectural Digest*, *Essence Magazine*, *Cherry Bombe Magazine*, *Eaten Magazine*, *Life & Thyme Magazine*, *The Kitchn*, *Culture Cheese Magazine*, *Shondaland*, *Forks Over Knives*, *Taste of Home*, *Mashed*, and *The Manual*. I've covered health & wellness for *Well + Good*, *mindbodygreen*, *Eat This Not That*, *Clean Plates* and developed recipes for *Delish*, *Simply Recipes*, *LIVEKINDLY*, *Wide Open Eats*, *Whole30*, and more.

Allrecipes.com **Feb 2022 - Jun 2022**
Editor

- Reviewing and editing updates of articles and published recipes for clarity, SEO, consistency in house style, and outdated information.

Simply Recipes, Inc. **Aug 2021 - Jun 2022**
Contributing Writer

- Developing original recipes for the *Simply Recipes* platform.

Group Nine Media**Jul 2021 - Feb 2022****Associate Editor – Beauty Magazine by L'Oréal Paris**

- Pitch, write and edit content for L'Oréal Paris's content site, Beauty Magazine, Makeup.com and Skincare.com.

Clean Plates Omnimedia**Jul 2019 - Feb 2022****Digital Media Team**

- Social Strategy and Community Management
- Editorial Content Creation
- Digital Marketing and Brand Partnerships

Simon & Schuster**Oct 2020 - Oct 2020****Author of Avocado Obsession: 50+ Creative Recipes to Take Your Love of Avocados to the Next Level**

- The only avocado cookbook you'll ever need, Avocado Obsession lets you feed your craving at every meal with 55 innovative, mouthwatering recipes.

SKILLS

Community Outreach, Content Development, Content Strategy, Copywriting, Food Preparation, Food Styling, SEO, Social Media, Social Media Marketing, Social Networking, Videos, Writing