



A graduate of the Columbia School of Journalism, Amy Synnott is an award-winning writer, editor and brand strategist with over 25 years of experience creating luxury fashion, beauty and lifestyle content. While serving as the Executive Editor of *InStyle*, *Harper's Bazaar* and, most recently, *Elle*, she oversaw high concept creative collaborations with some of the most legendary artists, musicians, actors, politicians and activists of our time. A long-time beauty director for *InStyle* who simultaneously served as the Editor-in-Chief of two custom beauty-themed special issues which generated over 2.5 million dollars in ad revenue for the brand, she brings a journalistic eye to fashion, beauty, health/wellness and entertainment reporting and has appeared as an on-air expert on *The Today Show*, *Good Morning America*, *E!*, *VH-1*, *CBS This Morning*, *ABC News*, *CBS News*, *Headline News*, and *Entertainment Tonight*.

In November 2021, Amy stepped down from her role as Executive Editor of *Elle* and launched Metaspark Media, a boutique digital consultancy operating at the intersection of fashion, beauty and tech. In addition to helping brands optimize their editorial content for a digital-first consumer, Amy has helped many companies navigate the rapidly evolving world of NFTs. Most recently, she worked on the genesis drop of artist Ashley Longshore X Metagolden, which sold out in six minutes. She orchestrated strategic partnerships between Metagolden and Krigler perfumes with Artcade, Fred Segal's new experiential Web3 concept store. Amy also advised Valde Beauty on their recent NFT launch.

Skills: Content strategy and execution; NFTs/metaverse; social media marketing, SEO; video content development; brand building and extensions; ad sales/strategic partnerships; branded content; trend forecasting; public speaking