

AMY SYNNOTT

Editor-in-Chief · Content Strategist · Brand Storyteller

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PROFILE

Award-winning editor-in-chief, writer and content strategist with three decades at the top of American fashion, beauty and lifestyle media. Known for building distinctive editorial voices, turn cultural moments into national conversations, and making content perform for readers, for commerce and for brand partners. Has led storytelling across print, digital, newsletter, social, video and live events at **goop**, **ELLE**, **Harper's Bazaar**, **InStyle** and **Artful Living**, and now advises publications and brands on editorial voice, content strategy and digital publishing. Bylines in *The New York Times*, *Vogue*, *Oprah Daily* and *CNN*; longtime on-air contributor to *Today* and *Good Morning America*.

AREAS OF EXPERTISE

Editorial Vision & Brand Voice · Content Strategy & Franchise Development · Commerce & Brand Partnerships · Branded & Native Content · Audience Growth & Analytics · Team Leadership & Newsroom Integration · Talent, Cover & Celebrity Relationships · Live Events, Panels & On-Air Expertise

Beats: Beauty · Wellness & Longevity · Fashion · Interiors & Design · Travel & Hospitality · Art & Culture

SELECTED IMPACT

- **More than doubled editorial engagement at goop** (23.6% to 54.2% year over year) with a 57% leaner team, while aligning content with commerce, product and partnerships.
- **Popularized "Ozempic face"** with a *New York Times* feature that entered the cultural vocabulary.
- **Generated \$2.5M+ in incremental revenue** as Editor-in-Chief of InStyle's special issues, and launched revenue-generating brand extensions including a jewelry collection, a shoe line and a co-branded salon chain.
- **Drove national news from the magazine page:** ELLE's FKA twigs story was picked up by nearly 60 outlets.
- **Award-winning work:** two MIN Awards, a Fragrance Foundation Editorial Excellence Award, and part of the ELLE team nominated for an ASME National Magazine Award for General Excellence.

EXPERIENCE

Editorial & Brand Consultant; Founder, The Beautiful Edit

2026 – Present

Independent · Los Angeles

- Advise publications and brands on storytelling strategy, editorial voice, magazine leadership, digital publishing and branded content.
- Write *The Beautiful Edit*, a Substack newsletter on beauty, travel and everyday life, and contribute features to national publications.

Editor-in-Chief

2025 – 2026

goop · Santa Monica, CA

- Set editorial direction, voice, standards and priorities for goop's owned content as the senior editorial decision-maker for a high-volume wellness and lifestyle brand.
- Bridged storytelling and commerce, using GA4 and Zenlytics to guide priorities and aligning newsletter, social, e-commerce and brand content around launches, cultural moments and business priorities.
- Built top-performing franchises, including *Ask a Plastic Surgeon with Dr. Julius Few*, and editorial collaborations with Proper Hotels and the goop podcast.
- Partnered with marketing, product, merchandising and partnerships teams, and worked with brand and creator partners, including micro-influencers, to extend reach while protecting editorial credibility.

Editor-in-Chief

2024 – 2025

Artful Living

- Led editorial direction, positioning and creative standards across print and digital for a luxury design and lifestyle title covering interiors, architecture, travel, food, art, culture and style.
- Partnered with commercial teams on branded storytelling and integrated programs while protecting the magazine's editorial identity.

- Reported from Lancôme's rose farm in Grasse, Casa de Campo and Hotel Cala di Volpe in Sardinia.

Chief Content Officer

2023 – 2024

Cosmetic Executive Women (CEW)

- Directed brand voice and content strategy across digital and member channels; partnered with senior leadership on positioning, programming and thought leadership.
- Covered the business of beauty and its leaders, from entrepreneurship and representation to AI influencers.
- Moderated panels with leaders from Amazon, Oribe, Orveon and La Roche-Posay; represented CEW on TV.

Executive Editor

2019 – 2023

ELLE

- Led editorial strategy and major cultural moments for a global fashion brand, collaborating across editorial, art, photography, social, video, digital and PR.
- Shaped high-visibility covers and features with major political, cultural and entertainment figures, balancing editorial judgment, speed and reputational considerations.
- Published the widely covered FKA twigs story; commissioned climate fiction from Joyce Carol Oates.

Executive Editor

2017 – 2019

Harper's Bazaar

- Helped steward the editorial identity of an iconic fashion brand through high-concept collaborations with artists including Shepard Fairey, Jenny Holzer, Laurie Simmons and Mickalene Thomas.
- Created native content for luxury partners including Hermès, Tiffany & Co., Ralph Lauren, Cartier and Clé de Peau Beauté.
- Hosted Carine Roitfeld's Icons party and a Jimmy Choo-sponsored museum gala for Laurie Simmons.

Executive Editor; Editor-in-Chief, Special Issues

2000 – 2016

InStyle · New York

Rose from Senior Beauty Editor to Beauty Director to Executive Editor, the magazine's No. 2 role, over 16 years.

- Integrated InStyle's print and digital teams and helped build its social and video strategy, original franchises and live programming.
- Led the biannual special issues *InStyle Beauty* and *InStyle Hair*, generating \$2.5M+ in incremental revenue; *InStyle Hair* won a MIN Award for best special-interest publication. Launched brand extensions including a jewelry collection, a shoe line and a co-branded salon chain.
- Wrote award-winning features, including a 2015 Jennifer Aniston cover story (MIN Award) and "Scents and Sensitivities" (Fragrance Foundation Editorial Excellence Award, 2016).
- Served as the brand's on-air voice on national television and hosted signature events including InStyle's Golden Globes party and Best Dressed Awards.

Earlier Career

Glamour, Beauty Editor. **Manhattan File**, Senior Editor: fashion and beauty columnist, critic and profile writer; first cover story on Diane von Furstenberg.

WRITING, ON-AIR & SPEAKING

The New York Times "Those Weight Loss Drugs May Do a Number on Your Face" · *Vogue* "Nature's Ozempic: A Look Into the Supplement Berberine" · *Oprah Daily* "A Couples Therapist and a Divorce Lawyer Walk Into a Bar..." · *CNN Underscored* "The Essentials List: Isabella Rossellini"

Television: *Today*, *Good Morning America*, *CBS News*, *CNN*, *Entertainment Tonight*, *VH1*, *The Wendy Williams Show*, *Amazon Style Code*

Speaking: CEW "The Future of Skin Care" with Naomi Watts (2023) · CEW x Amazon Premium Beauty panel · "Menopause, Beauty & Wellness," Neiman Marcus Hudson Yards (2020) · Career conversations at Middlebury College (2026), Brown University / Fashion@Brown (2022) and Holderness School

EDUCATION & TOOLS

Columbia University Graduate School of Journalism, MS, Honors

Middlebury College, BA, French Literature, Cum Laude

Stanford Publishing Management Course

Tools: Google Analytics 4 (GA4), Zenlytics, Looker Studio, Klaviyo, Shopify, WordPress, Payload CMS, Figma, Notion, Asana, Monday.com, Basecamp, Slack