Hearst Digital Media's Erica Tremblay Joins Bustle As Director of Video

New York, NY — March 14, 2017— Bustle, the largest independent media property for women, reaching 50 million unique readers a month, announced today that Erica Tremblay has joined Bustle as Director of Video. Tremblay will oversee Bustle's video team consisting of nine female creators and will act as strategic lead for all of Bustle's video projects.

"We are incredibly excited to welcome someone with Erica's experience and vision to the Bustle team," said Bustle Editor-In-Chief Kate Ward. "Throughout her career Erica has built an impressive portfolio of content that aligns with the Bustle mission perfectly and will bring our efforts in video to the next level."

"Bustle has proven to be the destination for women seeking an authentic point of view, and their growth over the past few years was very impressive to me," said Tremblay. "I am thrilled to be leading the charge of creating more premium and longer form video content with the distinctive Bustle voice."

Prior to joining Bustle, Tremblay was the Video Development Director at Hearst Digital Media where she developed editorial and branded video content across digital properties including *Elle, Esquire, Harper's Bazaar* and *Cosmopolitan*. Previously, she worked at Mashable. Tremblay directed and produced films independently, and has been featured on PBS, CNN, IFC and VICE. Her work has been screened at over 60 film festivals and she has received numerous awards. Her most recent project about the sexual assault epidemic in Native America screened at the 2016 UN Commission on the Status of Women. She is a member of the Board of Directors at B*tch Media.

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About Bustle
Bustle is the largest independent media property for Millennial women, reaching 50 million unique readers a month. Bustle delivers everything readers want to know, see, and read right now — spanning news, celebrity, culture, lifestyle, politics, fashion + beauty, and more. https://www.bustle.com/