

BDG Adds Editorial Talent To Its Lifestyle Group
Hearst Alums Join the Growing Publisher's Lifestyle Sites

NEW YORK – September 26, 2019 – BDG today announced senior editorial hires within the lifestyle group, which includes Bustle, Elite Daily, NYLON, Romper, and The Zoe Report. Charlotte Owen, Katherine Stoeffel, and Amanda Chan will report to Emma Rosenblum, editor-in-chief of BDG, Lifestyle, with Christina Amoroso reporting directly to Charlotte.

"I'm thrilled to be bringing in top editorial talent to BDG and can't wait for Charlotte, Christina, Kat, and Amanda to start digging in," said Emma. "Our new structure will enable the lifestyle brands to build on their established scale while also elevating the quality of editing and writing across the board, which is a top priority."

The new structure is as follows:

Charlotte Owen, Editorial Director, Bustle

Charlotte will oversee all U.S editorial operations for the brand as well as those for Bustle U.K. Previously, Charlotte oversaw the launch of Bustle U.K, which is now considered one of the leading sites for young women in England. Charlotte joined Bustle U.K from Vanity Fair where she served as digital strategy editor.

Katherine Stoeffel, Features Director, Lifestyle, BDG

Katherine will work across BDG's lifestyle group, and is tasked with recruiting talented writers, crafting agenda setting stories, and bringing BDG's lifestyle brands to a wide audience of tastemakers. Serving as the digital features director at ELLE, Katherine was responsible for editing and writing long form features, cultural criticism, and personal essays. She was previously an editor at BuzzFeed and a staff writer at The Cut and The New York Observer.

Christina Amoroso, Executive Editor, Bustle

Christina will oversee and amplify Bustle's lifestyle, fashion, and beauty coverage. Most recently, she served as lifestyle director at Cosmopolitan, where she oversaw the brand's print and digital coverage of topics including fashion, food and cocktails, and health and fitness. Prior to Cosmo, she worked at the New York Post.

Amanda Chan, Director of Content Strategy, Lifestyle, BDG

Most recently serving as the managing editor of Bustle, Amanda will focus on audience development and SEO, which is at the core of BDG's business. She will be a strategic partner to managing editors and be instrumental in scaling content to new audiences across all lifestyle brands.

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About Bustle Digital Group:

Bustle Digital Group (BDG) is one of today's leading, global media companies with a portfolio of distinct digital and experiential brands that are shaping culture. Over 85 million readers turn to our brands - Bustle, Elite Daily, Flavorpill Media, Gawker, Inverse, Mic, NYLON, Romper, The Outline, and The Zoe Report – to hear from a set of diverse voices around the issues and interests engaging the next generation. BDG is headquartered in New York City, with offices in Chicago, Los Angeles, and London.