

BDG Focuses on Beauty & Wellness with New Senior Editorial Hires

March 29, 2021: Bustle Digital Group (BDG), announced today the hire of two senior editorial leaders to its Lifestyle Portfolio including [Bustle](#), [Elite Daily](#), [NYLON](#), [Romper](#), and [The Zoe Report](#).

Faith Xue joins BDG as Executive Beauty Director where she will oversee beauty content across all sites as well as set overall beauty strategy for the company, acting as a partner to the revenue team. Her role is effective April 19th. Additionally, Melissa Dahl comes to the company as Executive Director, Health and Wellness where she will be responsible for building out health coverage and strategic initiatives across the portfolio, and overseeing special projects related to health. Her role is effective April 5. Both Xue and Dahl will report to Emma Rosenblum, Chief Content Officer, Lifestyle, BDG.

“There is an increasing demand from our readers and advertisers to deepen our coverage within the health, wellness and beauty spaces,” said Emma Rosenblum. *“Both Melissa and Faith bring extensive experience and knowledge in these categories, and I am excited to see what they bring to each of our sites.”*

Xue joins BDG from Byrdie where she oversaw editorial and creative strategy for over seven years, helping the site reach record-breaking traffic numbers and leading branding initiatives such as the first-ever digital Byrdie Beauty Lab event and quarterly Digital Issues. She was previously Staff Editor for the L’Oréal-owned property Makeup.com and has worked on digital strategy for beauty pioneers such as Michelle Phan. She’s frequently featured as the beauty expert for the Today Show, QVC, Create & Cultivate, and more.

Dahl joins BDG from The Cut, where she most recently served as Executive Editor. In 2014, she joined New York Magazine to launch the popular health and science vertical, Science of Us. Before that, she covered health and wellness for NBC News Digital. She’s appeared on MSNBC and The Today Show, and her work has been published in The New York Times, Elle, Parents, and more. Her first book, *Cringeworthy: A Theory of Awkwardness*, was published by Penguin Random House in 2018.

About BDG:

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 84 million readers turn to our brands - Bustle, Elite Daily, Input, Inverse, Mic, NYLON, Romper, The Zoe Report, and W Media – to hear from a set of diverse voices around the issues and interests engaging the next generation. BDG was founded in 2013 and is headquartered in New York City.

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