

IGNACIA FULCHER

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CLIPS

ignaciaismay.com

PROFILE

A multifaceted journalist and entertainer in every way, I'm defined by my honesty, a drive for the truth, and endless laughter along the way. I believe that our cultures and how we grew up greatly influences how we digest the media we consume. Hopefully, I'm your cup of tea.

EXPERIENCE

Supervising Editor, Deals, New York Times; New York, NY — 2021-2023

Strategized high-level editorial events (Prime Day, Black Friday, etc). Managed a team of 4, Pitched, wrote, and edited budgeting and shopping advice. Regularly made TV appearances on national news stations including ABC, NBC, and others. Maintained knowledge of seasonal sales and discounts to inform readers. Coordinated live appearances with communication and PR team(s).

Senior Editor, G/O Media; New York, NY — 2019-2021

Wrote and edited beauty commerce content, including daily deals. Managed a team of 5. Maintained knowledge of latest beauty and lifestyle trends. Ran social media strategies which lead to increased revenue. Coordinated a seasonal editorial calendar.

Editor, BuzzFeed; New York, NY — 2016-2019

Wrote and edited affiliate content including beauty, lifestyle. Wrote viral long-form essays on music, lifestyle, and culture. Tested and wrote comprehensive reviews on top beauty brands such as Nars, Benefit, Fenty Beauty, and more. Nurtured relationships with major beauty and lifestyle brands such as Levi, Benefit Cosmetics, Cars, and more. Starred in viral videos. Interviewed celebrities.

EDUCATION

Hofstra University; Garden City, NY — BA; Media + Journalism

AWARDS

Segment under Emmy consideration (2022; ABC NY)