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CREATOR-LED EDITORIAL STRATEGY: CASE STUDIES & INTERVIEWS

These case studies document how I identify and amplify creator partnerships that translate audience curiosity into measurable editorial impact, developed during my tenure leading digital editorial at the Farmers' Almanac, one of America's most enduring media brands.

CASE STUDY 1: CREATOR COLLABORATION

Astronomy Influencer Collaboration: Bringing Rare Celestial Events to Social Media

Context

When a rare "Parade of Planets" and the "Green Comet" generated widespread curiosity among skywatchers, there was an opportunity to translate that interest into accessible digital storytelling for the Farmers' Almanac audience.

Approach

Recognizing the opportunity to pair the Almanac's editorial authority with a creator who could make these events genuinely engaging across platforms, [Astro Alexandra](#) (3.4 million TikTok followers) emerged as the clear creative partner. I initiated the partnership, negotiated the collaboration, and developed the video scripts to ensure the content aligned with the Almanac's editorial voice.

Execution

The collaboration included a series of Instagram reels explaining the celestial events in an engaging, conversational format. I integrated the videos into a broader editorial package that included feature articles, custom visuals, and social distribution across Farmers' Almanac platforms. [View reel →](#)

Impact

Astro Alexandra's Green Comet reel became the most viewed Instagram reel in the history of the Farmers' Almanac account, surpassing 100,000 plays, contributing to nearly 1 million pageviews across related coverage in 2023, and establishing a repeatable format with the publication. This campaign demonstrated how well-timed, authoritative editorial can meaningfully expand public engagement with complex scientific subject matter.

Editorial Insight

The most effective editorial doesn't just meet existing demand—it creates it. When accessible, authoritative content arrives at the right cultural moment, it can shift the broader conversation and set the agenda for an entire category.

CASE STUDY 2: CREATOR-LED CAMPAIGN

National Farmers Day Campaign: Amplifying Young Agricultural Voices

Context

National Farmers Day provided an opportunity to highlight the next generation of agricultural entrepreneurs and connect the Farmers' Almanac audience with contemporary voices in farming.

Approach

I identified TikTok creator and apple farmer [Kaitlyn Thornton](#), known online as "The Apple Girl," whose large social following and authentic storytelling about family farming aligned closely with the Almanac's mission.

Execution

Working with Thornton, I developed a participatory social media concept in which farmers would symbolically "toss an apple" from one creator to another, celebrating the continuity of farming traditions across generations. The campaign encouraged community participation while highlighting Thornton's story as a young fourth-generation farmer sustaining her family's orchard through modern digital outreach.

Impact

The campaign demonstrated how participatory content built around an authentic creator voice can bridge a heritage brand's identity with contemporary digital culture, establishing a repeatable model for community-driven campaigns tied to seasonal and agricultural occasions.

Editorial Insight

Creators who are deeply rooted in their communities can serve as powerful bridges between traditional subject matter and contemporary digital audiences.

CASE STUDY 3: COMMUNITY CAMPAIGN

Siblings Day Digital Quilt: Community Storytelling Campaign

Context

National Siblings Day presented an opportunity to activate audience participation through a social-first storytelling initiative.

Approach

Recognizing that holidays rooted in personal relationships generate natural sharing behavior, I designed the campaign around user-generated content rather than brand-produced material—placing the audience at the center of the story.

Execution

I secured early participation from public figures including [Valerie Bertinelli](#) and [Kate Siegel](#), who shared sibling photos ahead of the holiday, helping seed early momentum for the campaign.

Impact

The campaign's reach extended well beyond the initial holiday push. The celebrity involvement, including early participation from Valerie Bertinelli and Kate Siegel, represented the most significant celebrity engagement in the Farmers' Almanac's modern digital history and established a template for community-first campaigns.

The momentum carried forward: supermodel Christie Brinkley became a recurring organic advocate for Farmers' Almanac content, including regularly reposting the publication's beloved "Rabbit Rabbit" folklore tradition to her millions of followers—an outcome that began here. That organic relationship—built through audience participation rather than a formal partnership—demonstrated how community-first initiatives can generate influencer reach that paid collaborations rarely achieve.

Editorial Insight

Participatory campaigns often gain momentum when early contributions from recognizable voices encourage audiences to see themselves as part of the story.

CASE STUDY 4: EDITORIAL INTEGRATION

Saffron Growing Guide: Integrating Editorial Content with Commerce

Context

Rising search interest in home gardening and specialty crops created an opportunity to develop service-driven editorial that could also support commerce—without compromising trust or editorial integrity.

Approach

I identified an opportunity to align high-intent search traffic with a relevant product offering, ensuring the integration would feel useful, credible, and aligned with audience intent rather than promotional.

Execution

I developed a long-form editorial feature in partnership with a family-owned farm, combining a detailed growing guide with original photography and a direct-to-consumer product offering (saffron corms). The piece was structured to serve both informational and transactional audience intent, while remaining consistent with the publication's editorial voice.

Impact

The article ranked among the publication's top-performing content for the month, driving strong organic traffic and programmatic ad revenue. The affiliate product integration generated partner sales more than double those achieved through any of the farm's previous affiliate collaborations—validating the editorial-first approach to commerce content.

Editorial Insight

Commerce-driven editorial performs most effectively when it begins with genuine audience utility—where the product enhances the story rather than interrupting it.

SELECTED CULTURAL INTERVIEWS

That editorial instinct carries through more than a decade of long-form cultural journalism.

KATHY BATES

Schön! Magazine, Issue 33 Cover Feature

A two-time cancer survivor and Academy Award winner, Bates sat down ahead of her Netflix comedy, *Disjointed*, to discuss advocacy, reinvention, and why she believes federal cannabis policy is “cruel.” One of the most candid, personal conversations of her career. [Read excerpt →](#)

NILE RODGERS

Schön! Magazine, Issue 45 Cover Feature

The morning after his 71st birthday bash, replete with an arena sing-along and a string of pearls from Duran Duran’s Simon Le Bon, Rodgers reflected on a career spent making superstars dance. From CHIC to Beyoncé, from David Bowie to Madonna, a conversation about instinct, truth, and why he wakes up every morning with a song already in his head. [Read excerpt →](#)

NYJAH HUSTON

Schön! Magazine, Issue 46 Cover Feature

Caught between Olympic qualifying rounds ahead of Paris 2024, Huston talked discipline, nerves, and why the greatest skateboarder of his generation still measures success by sessions with friends. A profile of elite competition, personal reinvention, and the limitless culture of the board. [Read excerpt →](#)

PABLO VITTAR

Candy Transversal, Issue 13 Cover Feature

A Latin Grammy nominee, MTV Europe Award winner, and the first drag queen to appear on the cover of any *Vogue* publication globally, Vittar discussed resilience, resistance, and what it means to be fiercely, unapologetically visible in a country where that visibility carries real danger. Creative direction by Nicola Formichetti.

Full texts available upon request.