

SOUZAN MICHAEL GALWAY

CONTENT STRATEGY · DIGITAL PUBLISHING · LUXURY BRAND PARTNERSHIPS

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PROFESSIONAL SUMMARY

Senior content and brand strategist, copywriter and editor with 15+ years of experience spanning digital publishing, editorial leadership, luxury beauty, travel, fashion, wellness and branded content. Currently Director, Beauty and Brand Strategy at FASHION Magazine, Canada's #1 fashion and beauty publication (1.56M monthly reach), leading beauty and travel content across print, digital, social and experiential platforms, while developing and executing strategies for partnerships with global luxury brands.

Experienced in connecting editorial strategy, audience insights, brand storytelling and commercial objectives, with expertise in client pitching, partnership development, SEO, analytics, CMS publishing, commerce, newsletters and emerging AI-enabled content workflows.

EXPERIENCE

FASHION Magazine — Director, Beauty and Brand Strategy March 2024–Present

- Lead beauty and travel content strategy while developing new revenue opportunities and luxury brand partnerships across FASHION's digital, print, social and experiential platforms.
- Developed and executed \$500K+ in partnership revenue in 18 months through branded content, integrated campaigns and experiential opportunities.
- Developed 30+ brand partnerships across beauty, fashion, travel and wellness, from initial concept and client pitch through execution.
- Meet with clients and develop/present pitches and RFPs for brands including Sephora, TRESemmé, Shiseido Fragrances and Levi's; develop ongoing partnerships with luxury brands including Dior, Gucci, Guerlain, Dolce & Gabbana, Marc Jacobs, Estée Lauder, Bobbi Brown and Merit, as well as travel/hospitality brands and tourism boards, such as Club Med, Discover the Palm Beaches, Tourisme Montreal and more.
- Help develop and sell luxury sponsorships for The Ones, FASHION's annual TIFF event with 400+ guests, and contribute to major initiatives including FASHION Beauty Awards and FASHION x TRESemmé Next in Beauty.
- Oversee beauty and travel editorial strategy, including print, digital and social programming, commissioning, writing, editing, interviews, creative direction and production.
- Partner with audience development on SEO, analytics, search behaviour and audience insights; use SEMrush to inform content strategy and optimization.
- Manage content through WordPress CMS (14+ years' experience), and use AI-assisted tools including ClickUp to improve editorial workflows and support digital strategy.
- Manage junior editorial staff, interns and freelance contributors.

FASHION Magazine — Acting Beauty Director July–September 2021; March 2023–March 2024

- Led beauty editorial strategy across print and digital, managing commissioning, writing, editing, freelancers and production. Collaborated with sales and branded content teams to develop and execute sponsored and co-branded programs.

Freelance — Brand Consultant, Editor & Copywriter November 2018–April 2025

- Provided brand strategy, editorial and copywriting services to leading beauty, fashion and consumer brands.
- Developed brand storytelling, e-commerce, SEO and launch strategies, including product naming, packaging, positioning and campaign messaging.
- Created 360-degree content across digital, social, e-commerce, newsletters, advertising and organic channels.
- Served as Sephora Canada's primary freelance copywriter (2023–2025), working directly with its marketing team on social, digital advertising and new-store campaigns.
- Clients included Sephora, L'Oréal Paris, Adobe, SkinCeuticals, La Roche-Posay, LUS Brands, Olaeda and Cadillac Fairview.

FASHION Magazine — Associate Digital Editor / Beauty Editor July 2014–November 2018

- Led digital beauty programming and print features; managed freelancers, social and newsletters; used Google Analytics, SEO and A/B testing to inform content strategy and performance. Directed beauty video and photo shoots and managed WordPress publishing.

Food Network Canada — Digital Editor June 2012–June 2014

- Managed digital editorial strategy, audience development, social and WordPress publishing. Led the editorial direction of the website redesign and relaunch, collaborating with UX, design and development teams. Launched Food Network Canada's Instagram presence and worked within an agile product environment.

EXPERTISE

CONTENT & BRAND STRATEGY

Digital Editorial Strategy · Brand Storytelling · Luxury Partnerships · Branded Content · Monetization · Integrated Campaigns · Client Pitches & Presentations · RFPs · Experiential Strategy

DIGITAL & PUBLISHING

WordPress CMS · SEO · SEMrush · SE Ranking · Google Analytics · Audience Development · Content Optimization · Newsletter Strategy · A/B Testing · Social Media · Commerce Content

EMERGING TECHNOLOGY

AI-Assisted Content Workflows · AI Proofreading · Digital Publishing Technology

LEADERSHIP

Editorial Leadership · Creative Direction · Cross-Functional Collaboration · Team & Freelancer Management

INDUSTRIES

Luxury Beauty · Travel & Hospitality · Fashion · Wellness · Premium Consumer Brands

EDUCATION

York University, Toronto — Bachelor of Arts, Professional Writing