



# DORIAN SMITH-GARCIA

## MARKETER, HEALTH BEAUTY & FAMILY WRITER

Dorian Smith-Garcia is a New York-based international marketer turned commerce, health, beauty, bridal, international, family travel, and multicultural parenting writer and a millennial mom. She can always find a reason to shop, especially when taking a "desk break" between writing articles. Having experience in both pregnancy and parenthood, along with a love for beauty, tech, and fashion, she approaches her recommendations with authenticity.

Her work has been featured in Parents, Travel + Leisure, GadgetReview, Healthline, MindBodyGreen, Bustle, Romper, Nylon, ScaryMommy, Fatherly, Glowsly, TravelNoire, 21Ninety, and more.

Before pivoting to writing in 2018, Dorian worked as a marketing consultant for international clients with an emphasis in apan. She represented major label and indie artists, helping to distribute their music into the Americas as well as supported touring opportunities for them.

## CONTACT

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## EXPERIENCE HIGHLIGHTS

### Entertainment & Digital Marketing Specialist | 15 Years

- Experienced in international content distribution across music, broadcast television, OOT, and VOD distribution in domestic and international markets.
- Worked directly with major label and indie artist music groups from Japan, helping to build visibility, distribution, touring, and brand opportunities in the Americas.
- As a marketer worked intensively in direct marketing, targeting conversion boosts across clients in finance, insurance, consumer goods, and subscription services.
- Targeting white hat SEO with an emphasis on email and on-page conversions.
- Managing influencer campaigns for CPG brands via multiple social channels, including live hosting.



## EDUCATION

### Bachelor of Arts, | 2004

Duke University



## SKILLS

Copywriting

Content Distribution

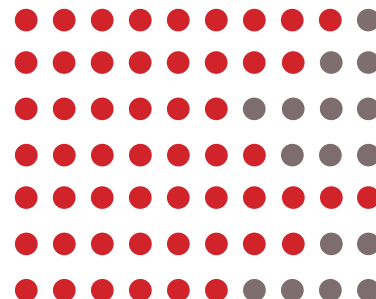
SEO

Content Licensing

Influencer Marketing

Domestic and International Product

Distribution



### DID YOU KNOW?

Dorian has interviewed several celebrities over the years including Fatman Scoop, Daymond John, Gerald Levert, and Darius McCrary.

### TIME OFF!

When Dorian isn't writing, she's a mom to one 6-year old daughter and is happily racking up stamps in her passport. She also enjoys learning new languages.



Korean – Beginner  
Japanese – Beginner  
Spanish – Advanced

### ADDITIONAL SKILLS

### PAST CLIENTS

Bustle Digital Group: Bustle, Nylon, Scary Mommy, Fatherly  
TheDrive.com  
RVO/Healthline  
MindBodyGreen  
GadgetReview  
Dotdash Meredith: Parents, Travel + Leisure  
Blavity: 21Ninety, TravelNoire, Home & Texture, AfroTech,