

SARAH ILSTON

PROFILE

A diligent, personable and creative writer & editor with ten years' experience crafting digital and print content across health, lifestyle, interiors, travel, food, fashion and beauty. Skilled in branded content, feature writing and interviewing, I excel at engaging audiences, while valuing honesty, teamwork and organisation to create compelling, high-quality content.

EXPERIENCE

Branded Content Editor, Hearst UK (2021 – 2025)

- Led multi-platform commercial content campaigns across Hearst's lifestyle, homes, luxury and health titles — from Red and Good Housekeeping, to House Beautiful, ELLE, Esquire, Women's Health, and Harper's Bazaar, as well as the bi-annual Travel Edit supplement.
- Wrote both print and digital commercial features that aligned with brand tone of voice and niche client objectives.
- Worked closely with the video, art and design teams to develop original concepts, source talent, write scripts, attend shoots, produce social products and choose visuals for print layouts.
- Built strong relationships with, and commissioned, freelance writers; editing copy to a high standard to ensure brand alignment, accuracy and editorial excellence.
- Collaborated with the Creative Strategy team to devise innovative content solutions for commercial briefs.

Deputy Digital Editor, Red Magazine (2018 – 2021)

- Helped lead a digital-first strategy across fashion, beauty, lifestyle, health and travel.
- Wrote daily news articles and updated evergreen content, to maintain consistency and drive traffic.
- Used analytics tools to refine SEO strategies, helping to successfully increase page views for key sections by 133% YoY.
- Managed and contributed to Red's newsletter content and strategy, ensuring high engagement and subscriber growth.
- Interviewed high profile celebrities, experts & authors for long-read features.

Digital Fashion + Beauty Writer, Red Magazine (2016 – 2018)

- Produced all fashion and beauty content for Red Online, optimising for SEO and increasing visibility.
- Created affiliate-driven product galleries, generating revenue while maintaining editorial integrity.
- Developed long-read fashion and beauty digital features, selecting the perfect headline, sell and imagery to elevate each piece of content.

Fashion + Features Assistant, Condé Nast Traveller (2015 – 2016)

- Wrote regular travel and style digital content for cntraveller.com.
- Developed features for Trend Watch and Departures and Arrivals pages.
- Assisted on luxury fashion shoots and contributed to fashion and beauty monthly print pages.
- Uploaded print features to cntraveller.com, ensuring content was optimised for online audiences.

Fashion Week Assistant + Features Intern, Marie Claire UK (2013 – 2015)

- Contributed lifestyle, fashion, features and entertainment content to marieclaire.co.uk.
- Assisted with editorial planning and coordinated team logistics for multiple fashion week seasons.

EDUCATION

Central St. Martins – Fashion Journalism Short Course (2014)

Manchester Metropolitan University – Fashion Design and Technology BA Hons (2007-2011)

Newcastle College – Art Foundation Course (2006-2007)

SKILLS

- SEO-driven content strategy
- CMS experience & digital publishing
- Branded content & commercial partnerships
- Social media strategy & audience engagement
- Commissioning freelance writers
- Copywriting & content optimisation

ADDITIONAL EXPERIENCE

Completed internships at Suitcase Magazine, British Vogue, ELLE UK, Stylist Magazine, Cosmopolitan UK, and ITV News & Border.