

# SUSAN HOURIET

Content strategy leader | Newsrooms & editorial strategy | Healthcare content governance | AI agents & AEO

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Editorial and content leader with 20 years running digital newsrooms and consumer content, including seven years in healthcare. Builds the plans, standards and teams that turn business priorities into content people read, trust and act on. Brings national-newsroom editorial judgment to complex, highly regulated health topics.

## Key skills & achievements

- Leads content strategy and editorial planning across multiple brands, properties and channels
- Builds content governance: editorial standards, style guides, templates, intake and review workflows
- Partners with clinical, medical, regulatory, legal and compliance teams on complex health topics
- Grew digital audiences from thousands to tens of millions
- Builds AI agents for internal teams and external audiences
- Hires, coaches and grows high-performing editorial and content teams
- Award-winning storyteller across articles, video and social

## EXPERIENCE

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### Teladoc Health, New York, NY (remote)

Director, Content Design

2025 – present

Senior Manager, Content Design

2022 – 2024

- Lead a team of content designers across primary care, weight management (including GLP-1s) and chronic condition programs
- Set and enforce editorial standards; review and elevate every piece before clinical, regulatory and compliance sign-off, from long-form articles and video to in-app flows, notifications and email
- Built the team's governance model, including style guides, templates and intake workflows that sped up review cycles and cut compliance revisions
- Created self-serve AI content agents so partner teams move faster and my team focuses on the most complex features
- Designed member-support and wellness AI agents, with content that's accurate, safe and on brand
- Lead answer-engine optimization for product content so it shows up accurately in AI search
- Turn complex medical guidance into accurate, trustworthy content that drives engagement and better health outcomes

Lead Content Strategist

2021 – 2022

- Led the award-winning refresh of Health Talk, Teladoc Health's consumer-facing health blog
- Produced a nationally recognized mental health video series
- Planned and edited member engagement content across newsletters, video, social, blog, SMS, push alerts and direct mail

### BD (Becton Dickinson), Franklin Lakes, NJ (hybrid remote)

Digital Engagement & Content Manager, Digital Health

2019 – 2021

- Led content strategy for digital health products, including the consumer-facing BD Diabetes Care app
- Built editorial calendars and style guidelines; partnered with medical affairs, regulatory, legal and global marketing
- Launched the app in five countries outside the U.S. with the globalization team
- Launched an in-app COVID-19 resource center and ran member newsletter campaigns in Marketo

### Tribune Interactive, New York, NY

Editor-in-Chief, The Daily Meal

2017 – 2019

- Led editorial, content and e-commerce for national food, travel and health verticals with 6 million monthly unique visitors
- More than doubled traffic, pages per session and revenue in 12 months
- Integrated content across Tribune properties including the New York Daily News, Chicago Tribune and BestReviews.com

**New Jersey Advance Media, Jersey City, NJ***Director of Content & Audience Engagement, OMJ.com*

2016 – 2017

- Built, staffed and launched a mobile-first hyperlocal news, lifestyle and celebrity site and contributor network
- Oversaw all editorial, sponsored content, social media and video
- Created one of the first local social influencer content networks in the U.S.

**HELLO! Publishing, New York, NY***Editorial & Brand Director, HELLO! US*

2014 – 2016

- Launched and ran HELLO! US, the multinational publisher's first U.S. venture
- Created the brand's first international digital editorial calendar
- Helped staff and launch a Spanish-language print and digital product

**NBC News Digital / msnbc.com, New York, NY***Supervising Producer, Lifestyle, TODAY.com*

2011 – 2014

*Editorial Manager, TODAY.com*

2006 – 2010

- Launched and ran lifestyle verticals for TODAY.com, including Health, Royals, Beauty & Style, Pets and Good News
- Owned planning and production for all of the brand's web-only original content and developed mobile apps
- Redeveloped the TODAY parenting blog, winning the 2012 Gracie Award for Outstanding Blog

**ADDITIONAL EDITORIAL EXPERIENCE**

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UsWeekly.com, InStyle.com, Court TV Online, TV Guide, People Magazine, The Hartford Courant

**EDUCATION**

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**Mini-MBA in Healthcare**, Eller Executive Education, University of Arizona

**M.S.**, Columbia University Graduate School of Journalism

**B.A.**, University of Vermont, magna cum laude, honors, Phi Beta Kappa