



LAUREN PAIGE KENNEDY

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FOCUS

Exploring current trends in health, wellness, and medical breakthroughs backed by scientific research and expert testimony; women's health; topical service journalism; celebrity health; and the environment

CURRENT POSITION

In January 2020, I joined [HealthCentral](https://www.healthcentral.com), a NYC-based consumer health site owned by Remedy Health Media, to help launch its new, award-winning editorial—and cover the COVID-19 pandemic from the start. **Regular beats:** [COVID-19/vaccines](#), monkeypox, [health disparities](#), [women's health](#), heart health, autoimmune disorders, Alzheimer's disease, fitness, and alternative therapies ([melatonin](#), CBD). I pitch, assign, edit, and package features, slideshows, video content, and Shorthand stories across 90 condition categories, partnering with SEO, production, social, video, and design teams, plus top freelance writers.

PROFESSIONAL HISTORY

From 2008–2019 I worked as a full-time freelance writer/editor based in NYC, Los Angeles, and Washington, D.C. During this time, I served as a regular contributing writer for **WebMD Magazine** as I simultaneously wrote for many other print and web publications, as well as custom content agencies.

Prior to 2008, I served as co-founding editor of **WebMD Magazine** (which I developed, pitched, launched, and edited for its first three years of existence); editor in chief of the travel and culture guide **Washington Flyer**; editor at large for luxury publication **Canary** (Condé Nast UK); corporate copy director at **Condé Nast Media Group** (NYC); and senior writer/merchandising at **New York Magazine**.

FREELANCE CLIENTS

Brain + Life, Coastal Living, Condé Nast Media Group, The Foundry, Details, Frommer's Travel, Hachette Filipacchi, HealthCentral, Men's Fitness, Medscape, The Mid, Neurology Now, Purple Clover, Redbook, Spotlight, style.com, Travel + Leisure, USA Today/Weekend, Vogue, Washington Flyer, Washingtonian, Washington Post, WebMD Magazine and webmd.com, WHERE, Women's Health, WWD, more.

PUBLISHED CELEBRITY COVER STORIES AND PROFILES

[Malcolm Gladwell](#), Trevor Noah, Annette Bening, Cameron Diaz, Curtis Stone, Tiffany Haddish, Seth Meyers, Matthew McConaughey, Harrison Ford, Sharon Stone, Jim Gaffigan (twice), [Kristin Chenoweth](#), Gloria Estefan, Ann Romney, Jack Johnson, Zoe Saldana, Seth Rogen (twice), Neil Patrick Harris, Jimmy

Fallon, [Chris Rock](#), Rob Lowe, Demi Lovato, Chelsea Handler, Queen Latifah (twice), [Joan Didion](#), Adrian Grenier, Rosanne Barr, [Serena Williams](#), Andre Agassi, Martina Navratilova, Kerry Washington, Anna Kendrick, Abigail Breslin, Lucy Lui (twice), Julia Louis-Dreyfus, Sheryl Crow, Christina Applegate, Stanly Tucci, Kelly Ripa, Frank McCourt, Jamie Oliver, Taye Diggs, Olivia Newton-John, Jerome Bettis, more

ENVIRONMENTAL HEALTH REPORTING

I spent much of 2017 interviewing 14 leading environmental scientists and activists on single-use plastic pollution for an extended feature in *Coastal Living* called "[Ocean Heroes](#)." The feature was one of the first in the mainstream media to sound the alarm on microplastics and endangered marine life.

LOCAL LEADERSHIP

After my *Coastal Living* feature came out, I launched an anti-plastics youth organization called PEP ([Pelham Eliminates Plastics](#)). In just five years this group has successfully led Westchester businesses to refrain from using plastic bags (a year before the New York State ban went into effect) and inspired the Pelham Unified School District to introduce eco-friendly utensils and stop selling plastic water bottles. Several of my young charges have gone on to pursue environmental science degrees at top universities.

RECENT AWARDS

The HealthCentral editorial team took Gold for **Best Healthcare Consumer Media Brand of 2022** from the MM+M Awards. In addition, three editorial initiatives that I developed and shepherded for HealthCentral this year were named [FOLIO: 2022 Eddie and Ozzie Awards finalists](#):

- **Best Long-Form Feature/Consumer Health** for "[The Obesity-Chronic Connection: A Special Report](#)," a Shorthand story that builds as it unfolds
- **Best Series of Articles/Consumer Health and Fitness** for "[Your Total Guide to Chronic + Sex](#)," which I launched with my survey story, "[10 Revealing Truths About Chronic Sex](#)"
- **Best Single Article/Consumer Health** for "[Can Grief Really Be a Chronic Condition?](#)"

In 2021, my editing work for HealthCentral earned the following distinctions:

- **Best Single Article in Consumer Health** for my story "[What if COVID Is Chronic?](#)" from the FOLIO: 2021 Eddie and Ozzie Awards
- **Merit Distinction** for the same story from the 2021 Digital Health Awards
- **Silver in Video Series** for my video interviewing work for "[Young & Chronic: Crohn's Disease](#)" from the 2021 Digital Health Awards
- **Best Story finalist** for "[Let's Talk About the Novel Coronavirus](#)," a comprehensive COVID-19 hub that I've edited and regularly updated since mid-2020, from the 2021 Digital Health Awards

CONTENT MANAGEMENT SKILLS

I'm an exacting top, line, and copy editor; skilled interviewer; and thorough reporter with experience working in content management systems (CMS) and copy-design platforms such as **Contentful**, **Canva**, **Shorthand**, **Monday.com**, and **Jira**, plus the video platform **JW Player**. I'm also skilled in using **InDesign**, **WordPress**, **Squarespace**, and **Weebly**. In my current position I was tasked with creating the site's **editorial style guide** from scratch, an assignment that brought this nerdy wordsmith unmitigated joy.

EDUCATION

Bachelor of Arts in English Literature, Emphasis on Creative Writing; University of Wisconsin, Madison