

# Abigail Rueger

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## EXPERIENCE

### **ChoosingTherapy.com, New York, NY — Senior Mental Health Technology Editor**

February 2025 - Present

Writing, editing, and updating reviews of online mental health providers, including BetterHelp, Talkspace, Cerebral, and others.

Responsibilities include:

- Continuous research into over 50 online mental health providers to ensure our content is accurate and up-to-date
- Writing new reviews for online mental health providers, especially for underrepresented communities
- Updating articles on the WordPress site, maintaining consistency across all of our reviews content
- Using SEO tools to find new opportunities and companies to cover
- Developing AI tools and systems to accelerate workflows and efficiency, including integrations with ChatGPT, Perplexity, Make.com, Monday, and more

### **Fortune Media, New York, NY — Deputy Editor**

April 2024 - January 2025

Fortune Media launched a new project, Fortune Recommends, and I came on board as the deputy editor of banking. I reviewed individual banks and products, and worked with a large team of freelancers to create buyers guides.

Responsibilities included:

- Implemented monthly updates to all buyers guides with refreshed recommendations based on APY, sign-on bonuses, etc.
- Created new buyer's guides with round-ups of our favorite products
- Worked with about 10 freelancers to write reviews for individual banks across the U.S.
- Wrote informational articles on switching banks, inflation, tariffs, and a wide variety of other financial topics
- Uploaded content onto WordPress, ensuring stylistic continuity and accuracy of information across the site for all banking content

### **ChoosingTherapy.com, New York, NY — Managing Editor**

May 2020 - March 2024

As the first hire for ChoosingTherapy.com, I managed every aspect of the content calendar and publication process:

- Trained over 50 Licensed Therapists and Medical Doctors (non-writers) in SEO best practices, our site's voice, to create content that would rank at the top of Google search, connect with

## SKILLS

**Comfortable with a range of editorial responsibilities:**

Recruiting and training new writers, runway planning, publishing on WordPress, editing and formatting to match a variety of style guides, etc.

**Proficient with various SEO tools:** I have extensive experience with Google Analytics, Ahrefs, Semrush, and Moz.

**Experience with several CRMs and organizational tools:**

Trello, Monday, Asana, G-suite, Microsoft, and more.

**Detail-oriented:** I enjoy positions that involve detailed organization, whether that be calendars, spreadsheets, or content runways.

**Efficient:** I work quickly and effectively. I'm passionate about building out systems that optimize workflow and make everyone's jobs easier.

- our audience, and convert for our advertising partners.
- Reviewed and integrated notes from medical reviewers to ensure medical accuracy of content
- Trained and managed seven junior editors, managing runways from ideation to publication. The team was responsible for publishing 40+ articles per week.
- Trained five Philippines-based virtual assistants on uploading content and images to WordPress

As our team and content grew, much of my work shifted to focus on updating content—2,500+ articles—for SEO and grammatical improvements:

- Ran ongoing detailed analysis based on SERP and keyword data to identify and address gaps in our existing articles
- Managed a team of three update editors, coordinating the runway, and publishing the updated content on WordPress (typically about 25 comprehensive article updates per week)
- Worked with our SEO manager to build out content clusters, identify new opportunities, and develop strategies for how to best upgrade existing and future content

**FitSmallBusiness.com, New York, NY — *CRO Specialist, WordPress Editor, and Virtual Assistant***

May 2015 - August 2017

- Was quickly promoted from my starting position as a Virtual Assistant to CRO Specialist.
- Managed priorities of various stakeholders, including Editorial, Business Development, and Engineering.
- Work included A/B testing, optimizing for copy, offer, layout, and partner stipulations (SaaS and Financial Services partners targeting decision makers at small businesses).
- Developed and maintained performance marketing relationships with CPA, CPL, and CPC payouts.

## EDUCATION

**University of Kentucky, Lexington, KY — *Masters in Music Theory***

May 2020

**Thomas Edison State University, Trenton, NJ — *Bachelor of Arts in Music***

May 2016