

DONOVAN BARNETT

Watch Editor

Creative Director

Growth Content Strategist

Writer

Creative Consultant

(01) PROFILE

Executive Creative Editor and Creative Director specializing in editorial strategy, luxury storytelling, audience growth, and brand partnerships across watches, fashion, design, and contemporary culture. Experienced building culturally driven content systems spanning editorial, multimedia, social, and creative strategy while developing scalable content ecosystems for modern luxury and media brands. Skilled in bridging editorial vision with SEO, partnerships, and audience development.

(02) EXPERIENCE

JUL 2025 – JUN 2026

EDITOR IN CHIEF *Super Niche*

- Led editorial strategy, creative direction, and brand positioning for a luxury-focused startup publication and creative agency
- Oversaw five editorial verticals spanning long-form features, opinion, video, and multimedia storytelling
- Produced and managed 30–50 monthly editorial pieces blending luxury, watches, fashion, design, and cultural analysis
- Developed scalable editorial IPs, recurring franchises, and cross-platform storytelling systems across editorial, video, and social
- Collaborated with designers, videographers, strategists, and social teams to build a cohesive editorial ecosystem
- Built relationships with global watch brands, PR agencies, executives, and cultural partners to support collaborations and growth initiatives
- Bridged editorial and commercial strategy through audience development, B2B positioning, and partnership-focused storytelling
- Provided editorial direction, mentorship, and workflow management across contributors and collaborators

(03)

AUG 2024 – MAR 2026

WATCH EDITOR & SENIOR GROWTH WRITER *Highsnobiety*

- Developed Highsnobiety's watches editorial POV around the intersection of watches, fashion, art, music, and design
- Crafted culturally driven luxury coverage designed to be more grounded, conversational, and SEO-forward across editorial and social channels
- Authored 2–3 weekly opinion-driven luxury and watch culture features alongside monthly thought leadership pieces
- Led real-time editorial coverage for major industry events including Watches & Wonders
- Collaborated with affiliate and SEO teams on commerce-driven editorial strategies optimized for Google Discover
- Ideated and executed branded storytelling activations and event partnerships with Audemars Piguet, TAG Heuer, Richard Mille, Chopard, and Vangart
- Produced short-form video, interviews, and multimedia coverage across press events, executive interviews, and trade shows
- Maintained and expanded relationships with leading watch brands, executives, and PR teams to identify editorial and partnership opportunities

(04)

MAR 2021 – AUG 2024

GROWTH WRITER *Highsnobiety*

- Increased SEO team output by 40% and improved article performance by an average of 300% through content strategy and optimization
- Authored 25–30 monthly SEO-driven articles spanning fashion, watches, beauty, music, and culture
- Helped develop affiliate SEO initiatives contributing to over \$1M in revenue
- Crafted 100+ e-commerce descriptions and affiliate-focused editorial assets
- Managed editorial calendars and supported mentorship and onboarding of junior writers

(05)

NOV 2017 – MAY 2021

SENIOR TECHNOLOGY WRITER & CONTENT STRATEGIST *Interesting Engineering*

- Authored 1,000+ SEO-focused articles covering AI, engineering, architecture, biomimicry, design, quantum physics, and emerging technologies
- Produced 30 monthly editorial articles and 120 monthly social video scripts
- Developed trend-focused content strategies centered on emerging technologies, science, and cultural relevance
- Interviewed engineering leaders, startups, and industry experts to expand audience reach and editorial depth
- Increased B2B affiliate output by 20% through sponsored and partner-focused content initiatives
- Authored affiliate and branded content for clients across 3D printing, software development, manufacturing, and product design

(06)

SEP 2014 – OCT 2017

CREATIVE STRATEGIST, COPYWRITER & PRODUCER *Freelance*

- Developed campaigns, copy, and creative strategy for Volkswagen, Samsung, Google, Oculus Rift, Bistro Agency, DIVR Labs, and Linx Telecom
- Managed social and creative campaigns for European tech startups and VR-focused clients, generating significant audience growth
- Negotiated and managed partnerships for virtual reality and technology-focused campaigns
- Produced digital campaigns, brand messaging, taglines, and localized marketing collateral across multiple industries

(07) EDUCATION

NORTHEASTERN UNIVERSITY *Bachelor of Business Administration – Marketing / Economics*