

CHARLESE LATHAM

WRITER + EDITOR | HEALTH/BEAUTY SPECIALIST

CONTACT

- 📞 (949) 338-9974
- ✉ charlese@girlattheyellowdesk.com
- 📍 29952 Running Deer Ln
Laguna Niguel, CA 92677
- 🌐 www.girlattheyellowdesk.com

Award-winning beauty editor and content strategist with 25+ years of comprehensive experience spanning editorial writing, hands-on product expertise, and brand marketing across the beauty and grooming landscape. Proven track record creating high-performing SEO-optimized content including buying guides, product reviews, how-to articles, and evergreen features that consistently rank in top search positions.

Deep subject matter expertise in makeup, skincare, haircare, grooming products, and clean beauty, backed by extensive hands-on testing, industry relationships, and formal cosmetology training. Skilled at leveraging data analytics (SEMrush, Google Analytics, Looker) to inform editorial strategy and drive audience growth across multiple platforms including video, social, and newsletters.

SKILLS

- SEO Content Optimization & Auditing
- Health & Beauty Writing Expertise
- Evergreen Content Strategy
- Affiliate Marketing Integration
- CMS Platforms (WordPress, Kajabi)
- Data & Performance Tracking (Google Analytics)
- Image Curation
- Canva Certified
- Interviewing & Source Gathering
- Cross-Team Collaboration

TOOLS & PLATFORMS

- SEMRush, AIRPM for ChatGPT
- Google Analytics, Search Console
- Slack, Asana, Trello, Basecamp
- WordPress, Kajabi, Dubsado
- Canva (image sourcing & editing)
- AI: Grammarly, Claude, ChatGPT, Perplexity, Midjourney

WORK EXPERIENCE

Incredible Marketing, Inc

AUGUST 2022 -
SEPTEMBER 2025

SEO Copywriter & Editor

- Execute comprehensive content updates, fact-checking, and SEO enhancements for beauty and wellness articles, resulting in consistent top-10 search rankings for client evergreen content.
- Research, test, and refresh evergreen articles across makeup, skincare, haircare, and grooming categories to maintain accuracy, relevancy, and search performance.
- Collaborate closely with editorial and SEO teams to track content performance using SEMrush, Google Analytics, and Looker, implementing data-driven optimization strategies.
- Consistently produce 20,000+ words of updated and new content monthly, specializing in commerce-related articles, buying guides, and product recommendations.
- Conduct extensive product research, hands-on testing, and expert interviews to inform best-in-class beauty and grooming content that serves diverse reader audiences.
- Create and maintain SEO tracking dashboards to monitor article health, performance metrics, and refresh cycles across multiple beauty and wellness brands.

Girl at The Yellow Desk

JUNE 2019 - PRESENT

Founder, SEO Content Strategist, Writer, Editor

- Revamped and optimized client evergreen content libraries across beauty, wellness, and lifestyle brands, increasing organic traffic and search visibility.
- Specialized in crafting "how-to" articles, buying guides, and product roundups that simplify complex health and beauty topics for general and specialized audiences.
- Conducted statistical reporting and expert sourcing to create authoritative, evidence-based commerce content that drives reader engagement and conversion.

CHARLESE LATHAM

WORK EXPERIENCE CONT'D

- Developed comprehensive editorial strategies that balance SEO requirements with journalistic integrity and reader value.
- Managed end-to-end content lifecycle from ideation and research through writing, editing, and performance analysis.

Studio 53 Hair Lounge

2011 - 2018

Owner and Master Stylist

- Built and managed successful salon with multiple stylists
- Created websites, email campaigns and marketing materials and events
- Collaborated with product sales agents to expand product sales and education within the salon
- Stayed on latest trends and learned new techniques, especially in clean beauty categories

ghd USA + PureOlogy

2004 - 2018

US Educator & Regional Sales

- Trained teams on beauty product launches, aligning marketing materials with product cycles and consumer buzz.
- Educated at local salons, beauty supply stores, Sephora HQ, Saks 5th Avenue, Bloomingdales, Nordstrom and on stage at hair shows
- Collaborated with internal marketing departments to refresh training content and brand guides.
- Conducted market research to identify emerging trends and consumer preferences, providing valuable insights for product development and positioning.
- Oversaw the creation of engaging content for various platforms, collaborating with internal teams and external agencies to ensure brand consistency and relevance.

StyleByCharlese

2001 - 2018

Hairstylist/Cosmetologist

- Vidal Sassoon trained precision haircutter and colorist
- Passionate about education
- First in Aliso Viejo to be a certified Brazilian Blowout Specialist, and American Wave by ARROJO stylist

ADDITIONAL EXPERIENCE

Content Specializations:

Buying guides for beauty and grooming products | Product testing and review methodology | Expert-driven how-to content | Seasonal and trend-focused editorial planning | Commerce content optimization | Multi-platform storytelling (web, video, social, newsletter)

Platform Experience:

WordPress content management | Video content creation and on-camera presentation | Social media content strategy (Instagram, TikTok, Pinterest) | Email newsletter development | Cross-platform content adaptation

CHARLESE LATHAM

WORK EXPERIENCE CONT'D

PureOlogy, ghd USA

2004 - 2018

US Educator & Regional Sales

- Trained teams on beauty product launches, aligning marketing materials with product cycles and consumer buzz.
- Educated at local salons, beauty supply stores, Sephora HQ, Saks 5th Avenue, Bloomingdales, Nordstrom and on stage at hair shows
- Collaborated with internal marketing departments to refresh training content and brand guides.
- Conducted market research to identify emerging trends and consumer preferences, providing valuable insights for product development and positioning.
- Oversaw the creation of engaging content for various platforms, collaborating with internal teams and external agencies to ensure brand consistency and relevance.

StyleByCharlese

2001 - 2018

Hairstylist/Cosmetologist

- Vidal Sassoon trained precision haircutter and colorist
- Passionate about education
- First in Aliso Viejo to be a certified Brazilian Blowout Specialist and American Wave by ARROJO stylist

ADDITIONAL EXPERIENCE

Content Specializations:

Buying guides for beauty and grooming products | Product testing and review methodology | Expert-driven how-to content | Seasonal and trend-focused editorial planning | Commerce content optimization | Multi-platform storytelling (web, video, social, newsletter)

Platform Experience:

WordPress content management | Video content creation and on-camera presentation | Social media content strategy (Instagram, TikTok, Pinterest) | Email newsletter development | Cross-platform content adaptation

Next, I can draft a Forbes Vetted-specific cover letter you can paste into Greenhouse or upload as a PDF.

CHARLESE LATHAM

WRITER + EDITOR | HEALTH/BEAUTY SPECIALIST



EDUCATION & CERTIFICATIONS

- Cosmetology License | State of California | Active
- Vidal Sassoon Academy | Advanced Cutting & Color Techniques
- Canva Certified | Visual Content Creation & Design
- Extensive AI Training | ChatGPT, Claude, Perplexity, Midjourney, Grammarly | 2024

CORE COMPETENCIES

Editorial Excellence: SEO Content Strategy & Optimization | Buying Guides & Product Reviews | How-To Articles & Features | Evergreen Content Development | Editorial Calendar Planning | Content Performance Tracking | Fact-Checking & Research

Beauty & Grooming Expertise: Makeup & Skincare | Haircare & Styling | Men's Grooming & Shaving | Clean Beauty Products | Product Testing & Evaluation | Industry Trend Forecasting | Expert Interview Sourcing

Technical & Analytics: SEMrush | Google Analytics & Search Console | Looker | WordPress CMS | AIRPM for ChatGPT | Slack, Asana, Trello, Basecamp | Canva (Certified) | Social Media Content Creation

Commerce & Collaboration: Affiliate Marketing Integration | Cross-Functional Team Collaboration | PR & Brand Relationships | Video Content Creation | Newsletter & Off-Platform Strategy

INDUSTRY KNOWLEDGE & RELATIONSHIPS

- 25+ years of hands-on experience testing and evaluating beauty and grooming products across all categories (makeup, skincare, haircare, men's grooming, wellness).

- Extensive network of beauty industry PR contacts, brand representatives, and product experts built through decades of salon ownership, educator roles, and content creation.

- Deep understanding of beauty consumer preferences, shopping behaviors, and product performance across demographics.

- Formal cosmetology training providing technical expertise in hair science, skin physiology, product chemistry, and application techniques.

- Active engagement with beauty industry trends, launches, and innovations through continuous education and professional relationships.
