

VANESSA K. DE LUCA
BIO

I am a creative leader, driven by finding innovative ways to tell human-centered stories, guide new conversations, and grow brands.

I recently served as the Editor-in-Chief of ESSENCE magazine. In this role I oversaw the editorial vision and content creation across all platforms, including the magazine, digital, social, video and live experiences.

In addition, I conceptualized editorial development for new initiatives including video series and TV partnerships, e-learning platforms, e-commerce and licensing, podcasts and special events.

Prior to this, my background focused on content strategy, planning and writing. I served at publications such as Glamour and Life, designing and executing editorial content strategy.

Above all, my greatest satisfaction comes from storytelling and feeding my insatiable curiosity. As a trusted leader in all of my roles, I can assess the market, ideate new ways to achieve growth, build and cultivate strong teams, and reinvent a brand.

An award-winning journalist and co-author of the bestselling beauty and empowerment book, Tyra Banks Beauty Inside & Out, I have been a featured guest on several national television networks, including NBC's TODAY Show; CBS This Morning; MSNBC's Morning Joe, AM JOY and PoliticsNation; CNN and more. I have a B.A. from Harvard University and an M.S. from Columbia University Graduate School of Journalism.

When I am not immersed in editorial initiatives, I love discovering new foodie destinations, taking fantasy vacations and enjoying the latest films.

