

KRISTIN APPENBRINK

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experience

Freelance Editor & Writer • New York City • October 2013–Present

Editorial: Report and write original content for outlets such as Oprah, Better Homes & Gardens, Glamour, Tasting Table, LearnVest, SheKnows, The Hairpin, and Pinhole Press. Contract contributing editor for People.com, wrote and edited multiple stories daily; contributed to social strategy and execution; produced holiday and 40th anniversary content packages.

Marketing: Provide social content for Brooks Running, The Macallan Scotch, Andaz Hotels, and Elit Vodka. Produced editorial and marketing content for startups zkipster and Critizen. Provided marketing support and editorial strategy for Retrofit and Vidergize health startups.

Contributing Editor • Apartment Therapy: The Kitchn • New York City • July 2014–Present

Contribute 2–3 posts daily on kitchen design, organizing, cleaning, and product reviews. Report food news stories and attend industry events. Write, edit and photograph larger feature posts around monthly themes.

Editorial Director • Brit + Co. • San Francisco • June 2013–October 2013

Wrote and edited daily content for the site. Developed newsletter strategy and launched three weekly emails. Worked with sales team on sponsored content from pitch to execution. Developed and executed original recipes and DIY projects. Managed contributors and worked with partners on syndication opportunities. Set editorial calendar and monthly themes.

Senior Editor • RealSimple.com • New York City • February 2012–May 2013

Wrote, assigned, and edited content for the Work & Life channel of the site encompassing: money, travel, etiquette, and family. Managed Simply Stated blog network; wrote daily content. Developed social strategy for the brand. Led Real Simple to be the first magazine to reach 100,000 followers on Pinterest and grew overall social traffic by 500 percent in 18 months. Managed junior staff on social copywriting. Identified and executed new social extensions. Consulted with other brands in the company on best practices and strategies for social media. Established branded annual initiatives that blended print and digital editorial with social extensions including “Be Nice on the Internet Week” and the Simply Stated Blogger Contest.

Associate Editor • RealSimple.com • New York City • April 2010–February 2012

Managed 20+ weekly staff and guest bloggers. Planned and executed featured editorial packages, including the Simply Stated Blogger Contest, Ice Cream Social, and Month of Dinners. Wrote daily Simple Tip blog posts, and bi-weekly Decorating & Decluttering blog posts. Set strategy and program content for all of *Real Simple*'s social channels. Launched a successful Pinterest presence, doubled Facebook referrals, and grew Twitter followers by more than 40,000 in 3 months. Wrote and edited newsletters, product galleries, checklists. Executed content partnerships and traffic exchanges and cultivated new partnerships. Represented *Real Simple* on local and national media including Today Show, Weekend Today, and Good Morning America.

Assistant Editor • Real Simple • New York City • February 2008–April 2010

Generated ideas, reported, and wrote stories for all front of book sections. Wrote, assigned, and edited articles for *Real Simple Family* special issue. Produced content for Bed, Bath & Beyond partnership. Contributed bi-weekly blog posts for the Home & Organizing channel of Simply Stated.

Editorial Assistant • Real Simple • New York City • February 2007–January 2008

Assisted multiple top editors. Generated story ideas, reported, and wrote articles for front of book sections. Assisted in production of the holiday gift guide.

volunteering

Literacy Tutor • Read 718 • Brooklyn • March 2015–Present

Worked with 4th grade student on spelling, vocabulary, comprehension, two afternoons per week for 10-week sessions.

affiliations

Social Media Mentor • Time Inc. Lifestyle Group • October 2011–February 2012

Mentored *All You's* publisher in social media literacy, trends, and best practices as part of a group-wide reverse mentoring program.

Founding Board Member • ASME Next • July 2008–July 2010

Planned monthly events designed to promote career skills and growth for junior editors.

education

Bachelor of Arts in Journalism and Mass Communication • Drake University • Des Moines
Areas of Study: Magazine Journalism • Women's Studies • Graphic Design