**Kate Green**

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# *Data-savvy, people-focused editorial professional with background in content strategy, newsletter development, social media management, traffic growth, and engagement.*

**KEY SKILLS**

* **Content Strategy:** Ability to recognize and seize opportunities for growth across channels.
* **Traffic Analysis:** Expert-level Google Analytics and SEO knowledge.
* **Social Media:** Led conceptual design and execution of social feeds including Gardening.co’s award-winning Instagram feed.

# EXPERIENCE

**Gardening.co** New York, NY

The largest gardening resource on the web with 18 million monthly unique visitors.

*Editor, Organic Channel (March 2020 - Present)*

* Developed content strategy across multiple channels, collaborating with other channel editors.
* Identified, recruited, hired, and managed over 50 freelance writers with expertise in organic gardening.
* Tracked site stats in Google Analytics and identified opportunities for growth.
* Wrote and edited three weekly newsletters with 100,000+ subscribers. Grew subscribers lists by average of 17% year-over-year. Improved engagement 8% Q2 2020.

*Assistant Editor, Tools and Tips (June 2018 - March 2020)*

* Created and managed Gardening.co’s award-winning Instagram feed from inception through verification.
* Consulted with advertising and business development about monetization process, resulting in additional revenue streams netting $250,000 through Q1 2020.

**Garden Girl Mag** Providence, RI

Award-winning, millennial-focused digital magazine with 10 million monthly unique visitors.

*Editorial Assistant (January 2015 - June 2018)*

* Recruited influencers and managed their contributions to the site, including podcasts, video, and guest columns.
* Researched, assigned, and edited tips content for social media and newsletters.
* Wrote and managed house style guide and served as chair of the style committee.

*Editorial Intern (May 2014 - December 2014)*

* Updated social media under direction of editorial team.
* Managed site content in WordPress.
* Interviewed experts and transcribed interviews.

**EDUCATION**

**Bachelor of Arts in English Literature 2014,** Island College, Providence, RI

Included coursework on copyediting, grammar and usage, and digital journalism.

**Certificate, Content Strategy and Storytelling,** Northwest Pacific University Online

Included coursework on cross-channel content planning, content audits, Google Analytics, social media, etc.