

# Kristen Bellstrom

365 Bridge St Apt 11L  
Brooklyn NY 11201  
(917) 445-8505

kbellstrom@gmail.com  
www.kristenbellstrom.com  
@kayelbee

## Experience

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### **FORTUNE / DEPUTY DIGITAL EDITOR, promoted from Senior Editor June 2017**

New York, NY, March 2015– Present

- Assign and edit all women and business coverage on Fortune.com, generating an average of more than 1 million UVs per month. Manage team of staff writers and maintain relationships with a large stable of freelancers.
- Write the Broadsheet, Fortune's daily newsletter on the world's most powerful women. Grew the newsletter's subscriber base by nearly 400% with no marketing or ad budget. Average open rate is 40% and average click-through rate 10%, higher than any other Fortune newsletter. Spearheaded the launch of World's Most Powerful Women, a global version of the Broadsheet.
- Serve as a co-chair of Fortune Most Powerful Women Next Gen Summit. Oversee digital coverage of Fortune's two annual Most Powerful Women conferences.
- Edit Fortune's annual list of the Most Powerful Women in Business and coordinate all features for the issue. Write for the site and magazine on a regular basis.
- Launched and co-host Broad Strokes, a weekly live video series focused on women's news.
- Represent Fortune at the brand's Most Powerful Women events, on industry panels, and through regular video, TV, and radio appearances.

### **MONEY / SENIOR EDITOR**

New York, NY, June 2012 – March 2015

- Edited monthly feature stories, including an annual real estate guide cover and the signature Best Places to Live package, which involved managing a large-scale data gathering project and a team of 12 reporters.
- Expanded Money's travel coverage from a single page to a regular feature. Recruited new writers.
- Wrote and edited daily real estate, travel, and spending stories for Money.com. Managed contributions from partner content providers. Wrote scripts for and host regular "One Minute Money" video series.
- Oversaw the magazine's front-of-book, managing staff and freelance writers. Coordinated with writers and designers to ensure all stories have appropriate graphics, photos, and illustrations.

### **SMARTMONEY MAGAZINE / SENIOR EDITOR, PROMOTED THREE TIMES. ORIGINAL TITLE WAS STAFF REPORTER**

New York, NY, January 2005 – June 2012

- Oversaw consumer-focused Spend section for SmartMoney, personal finance magazine of The Wall Street Journal. Assigned and edited all Spend stories and coordinated multimedia components for SmartMoney.com.
- Edited features on automotive, technology and retirement topics, as well as front-of-the-book investing stories and weekly SmartMoney Saturday feature for The Wall Street Journal. Organized all graphics.
- Wrote award-winning monthly travel column and two to three additional features per year.
- Received a Society of American Travel Writers' Lowell Thomas award for the best travel coverage in a non-travel magazine in 2009, and for the best cruise industry story in 2010. Received four Merit Awards from the North American Travel Journalists Association in 2008 and 2009.
- Appeared on television and radio to promote SmartMoney stories.
- Supervised internship program. Interviewed, hired and managed all interns.

### **PARENTING MAGAZINE / EDITORIAL INTERN**

New York, NY, May 2004 – December 2004

### **SHECKY'S NIGHTLIFE GUIDES / CONTRIBUTING WRITER**

New York, NY, May 2004 – August 2004

## Education

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### **COLUMBIA UNIVERSITY GRADUATE SCHOOL OF JOURNALISM**

New York, NY, August 2003 – May 2004

M.S. Journalism

### **DUKE UNIVERSITY**

Durham, NC, September 1994 – May 1998

B.A. Political Science, English Minor

Cum Laude May 1998, Dean's List 1994-97

## Skills

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Trained in SEO, WordPress, InCopy, Datawrapper, Methode, Lexis-Nexis, Factiva.