

Kristen Bellstrom

Brooklyn NY

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@kayelbee

EXPERIENCE

Fortune / Deputy Digital Editor, promoted from Senior Editor June 2017 New York, NY, March 2015– Present

- Co-develop and execute Fortune.com's digital strategy. Guide daily coverage, helping our writers develop and package stories using up-to-the-second SEO, compelling headlines, and smart social strategy.
- Assign and edit all women and business coverage. Manage team of staff writers and maintain relationships with a large stable of freelancers.
- Edit magazine features on topics such as retail, technology, venture capital, and leadership.
- Edit 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 the 10% average click-through rate is higher than any other Fortune newsletter. Launched and edited World's Most Powerful Women, a global version of the Broadsheet; grew that newsletter to just under 13,000 subscribers in less than a year and a half.
- Serve as a co-chair of Fortune Most Powerful Women Summits. Oversee digital coverage of Fortune's four annual Most Powerful Women conferences. Conducted on-stage interviews with executives such as former HPE CEO Meg Whitman, Bumble founder Whitney Wolfe, and Thrive Global CEO Arianna Huffington.
- Solicit op-eds from high-profile contributors including Melinda Gates, Serena Williams, and Susan Wojcicki.
- Edit Fortune's annual list of the Most Powerful Women in Business and coordinate all features for the issue.
- Developed and co-hosted Broad Strokes, a weekly video series focused on women's news.
- Received 2018 Society of American Business Editors and Writers (SABEW) Best in Business Award, Media/Entertainment category.

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 hosted regular "One Minute Money" video series.
- Oversaw the magazine's front-of-book, managing staff and freelance writers.

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.

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

Columbia University Graduate School of Journalism New York, NY, August 2003 – May 2004, M.S. Journalism

Duke University Durham, NC, September 1994 – May 1999, B.A. Political Science, English Minor

SKILLS

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