

## Kristen Bellstrom

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### 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.
- 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.
- Write the Broadsheet, *Fortune's* daily newsletter on the world's most powerful women. Over two and half years, grew the newsletter's subscriber base by nearly 400% with no marketing or ad budget. Average open rate is 40% and at 10% the average click-through rate is higher than any other *Fortune* newsletter. Launched and edit 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 Next Gen Summit. Oversee digital coverage of *Fortune's* four annual Most Powerful Women conferences.
- 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-host *Broad Strokes*, a weekly video series focused on women's news.
- Represent *Fortune* on stage at Most Powerful Women events, on industry panels, and on video and TV.

#### **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.

#### **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

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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.