

Kristen Bellstrom

Brooklyn NY

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@kayelbee

EXPERIENCE

Fortune / Features Editor, promoted from Deputy Digital Editor July 2019 New York, NY, March 2015– Present

- Oversee Fortune’s longform storytelling across platforms.
- Edited SABEW, National Headliner, and Silurians Press Club award-winning stories.
- Created and run Digital-First Features team. Manage staff writers and maintain a network of freelancers.
- Assign and edit all gender and business coverage, including Fortune’s Most Powerful Women franchise.
- Help set overall publication strategy as a member of the editorial leadership team.
- Edit The Broadsheet, Fortune’s daily newsletter for and about the world’s most powerful women. Grew the newsletter’s subscriber base by nearly 10X with no marketing or ad budget. Developed and launched a sister newsletter.
- Serve as co-chair of Fortune conferences, including Most Powerful Women and Brainstorm Design.
- Solicit op-eds from high-profile contributors including Stacey Abrams, Melinda Gates, and Serena Williams.
- Developed and co-hosted Broad Strokes, a weekly video series focused on news about women.
- As a writer, received a 2018 SABEW for an investigation that exposed inappropriate sexual advances by then Tronc CEO Michael Ferro.

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.