

# KRISTYN MERRITT

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## KEY EXPERTISE

Brand identity & development • Content marketing & strategy • Writing & editing • Metrics & analytics • Competitive analysis • Integrated marketing • Art & illustration

## WORK EXPERIENCE

**Consulting & Freelance • Brand & Content Strategy** 10/2016 – Present

- Content & editorial (NBC/Universal/Bravo): Run digital lifestyle vertical, developing all content (writing, illustrating, and photo) and strategy, working directly with influencers
- Brand identity & development (product & biotech): Establish core values, voice, tone, and messaging strategy for multiple new-to-market products and technologies
- Marketing strategy: Develop plans for customer acquisition and retention, conversion, and social audience engagement for various e-commerce companies
- Copywriting: Write, edit, and copyedit marketing and product assets for various e-commerce and brick and mortar companies, primarily in lifestyle and sciences

**Birchbox • Director, Marketing Content** 5/2015 – 10/2016

- Led marketing, messaging, and content strategy: on-site assets and experience, branded content, email and CRM, mobile/app, retail, PR, and print/in-box collateral
- Managed and mentored all in-house editors and several outside freelance writers
- Top edited, copyedited, and proofed all messaging
- Partnered with Photo and Design on campaign ideation and creation
- Project managed across Marketing team
- Owned updates/recalibration of style guide

**Nickelodeon (Viacom) • Director of Content** 2/2013 – 11/2014  
**Senior Digital Editor** 12/2010 – 2/2013

- Led digital editorial strategy and all content creation for Nickelodeon niche nets
- Developed new brand's concept, voice, strategy and creative initiatives
- Oversaw all art and design; created original graphics and illustrations as needed
- Grew site from genesis to 2.8M organic unique visitors/month in 2+ years
- Managed and grew a team of 50+ freelance editors, writers, illustrators and designers
- Collaborated with ad-sales and integrated marketing to create customized branded content and advertorial flights to drive consumer engagement across platforms
- Worked directly with social team to monitor strategy and synergize messaging
- Worked closely with UX, product and dev teams on optimizing user experience
- Daily deep dives into analytics to inform content decisions and recalibrate strategy

**I Can Has Cheezburger • Managing Editor** 01/2010 – 02/2011

- Led content strategy and managed editorial team for #1 animal humor network
- Doubled site traffic and halved bounce rates through targeted content features
- Worked with executives and marketing team to develop branded microsites
- Instituted editorial policy and programming process
- Managed budget and executed trade-outs with partners

**AOL Living (AOL Inc.) • Digital Editor** 04/2008 – 01/2010

- Managed feature editorial programming for animals and pets vertical
- Supervised associate editors and freelancers to create best-in-class content
- Oversaw editorial calendar, content packages, delivery for sponsorships
- Maintained and evolved brand-building and traffic-boosting partnerships
- Analyzed site traffic metrics to measure best practices for growth

**Good Housekeeping (Hearst) • Multimedia Editor** 12/2006 – 12/2008

- Reconfigured magazine content for the web and created original DIY content
- Controlled image routing and licensing; fully produced daily video blog
- Created packages for site and syndication partners
- Ideated original mobile projects; integrated with digital and print

**FREELANCE WRITING**

All Village Voice publications; Huffington Post; Dr. Oz; *Time Out New York*; *Las Vegas Weekly*; *More*; various websites. New York Int'l Fringe Festival playwright ('09, '14).

**COMPUTING & SEO**

HTML, CMS, InDesign, InCopy, Illustrator, Photoshop, Dreamweaver, FTP, Omniture, Google Analytics, Comscore, SEO/metadata, all major blogging platforms, all major social media platforms, LexisNexis, working knowledge of video and audio programs

**AWARDS**

**Webby** -- 2013 Official Honoree (Humor) for NickMom.com

**Webby** – 2010 Nominee (Weird) for ICanHasCheezburger.com

**Webby** -- 2010 Nominee (Weird) for LovelyListing.com

**ART EXHIBITION**

**Elephants Always Forget** – Weird Seattle Exhibition (2011)

**Olympic Quadriptych** – THNK1994 Museum (2017)

**EDUCATION**

Washington University in St. Louis, B.A. in Journalism & Communications