

Caitlin Berens

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Senior Content Editor, VELOX Media | Boise, ID

July 2018–Present

Promoted from Digital Content Editor in May 2019

- Direct and manage content team of five writers and an editor to produce high-quality SEO content for clients
- Built out a rolling 30-day pipeline to help manage SEO campaigns for clients
- Kick off new SEO clients and lead all communication with clients regarding monthly SEO content
- Edit SEO content for clients across a wide range of industries

Associate Editor, The Community Company (Forbes Councils) | Telecommute

Feb. 2018–May 2018

- Managed editorial for the New York, Los Angeles, Boston, and Dallas Business Councils soon after launch on Forbes.com; edited articles, provided member feedback, and maintained editing and publishing schedules
- Edited 75+ thought leadership articles in addition to Q&As from successful entrepreneurs across the U.S.

Deputy Editor, NYMetroParents at Davler Media Group | New York, NY

Oct. 2016–Jan. 2018

- Oversaw editorial content for NYMetroParents.com; assigned, edited, and produced news, travel, and family activity-focused articles as well as seasonal/holiday event roundups with freelancers, in-house staff, and interns
- Managed seven contract editors, ensuring quality print and online calendars for seven regions across the NY metro area
- Handled two-plus sections within seven local monthly parenting magazines, including award-winning “Outing” travel articles and “New Places, New Programs” (NPNP) client-focused articles; edited features and personal narratives
- Worked closely with 160+ clients and 15-person sales team to assign, edit, and produce 175+ client-focused NPNP articles
- Launched enhanced event listings for online calendar to include family-friendly details about venues and improve SEO
- Led launch of new custom CMS interface for calendars to heighten efficiency and improve overall calendar experience
- Wrote feature, travel, news, and NPNP articles for website and magazines

Editor, Wanderlust | Brooklyn, NY

Aug. 2015–Aug. 2016

- Managed three senior writers covering wellness topics, city guides, and republication partnerships
- Edited and published 50+ articles per month on Wanderlust.com and YOGANONYMOUS.com via WordPress and custom CMS
- Launched “Monday Magic,” a weekly YOGANONYMOUS newsletter with 177,000+ subscribers and a 12.5% open rate
- Curated two weekly YOGANONYMOUS newsletters; copy edited weekly Wanderlust newsletters
- Strategized content deployment across social media channels to yield greatest engagement
- Instrumental in all facets of ideation and execution of annual Wanderlust Journal, a high-gloss brand statement magazine that was distributed at Wanderlust Festivals

Asst. Editor, Health Matters With Dr. Sanjay Gupta at Everyday Health | New York, NY

Feb. 2013–July 2015

Promoted from Production Editor in April 2014

- Launched and sustained Health Matters With Dr. Sanjay Gupta website and daily newsletter
- Grew newsletter to 100,000+ subscribers with a 20% click-through rate and a 27% open rate
- Managed social media for Health Matters, including tweets for Dr. Gupta’s personal Twitter account
- Helped produce and promote 20+ custom editorial centers for branded content campaigns
- Evaluated weekly newsletter, editorial, and social media performance
- Wrote 15+ articles on health studies and preventative care (some ghostwritten)
- Covered ADHD condition beat: pitched articles, edited blogs, and managed social media
- Produced articles, slideshows, and quizzes using custom CMS and SEO best practices
- Served as Everyday Health’s social media editor for six months

Production Editor, Love & Sex With Dr. Laura Berman at Everyday Health | New York, NY

Aug. 2012–Jan. 2013

- Curated daily “Love & Sex With Dr. Laura Berman” newsletter and copy edited five other daily newsletters
- Produced slideshows and articles using HTML and custom CMS

Reporter/Editorial Intern, Inc. Magazine | New York, NY

Oct. 2011–Aug. 2012

- Pitched and wrote 75+ posts for Inc. Wire business blog
- Composed 35+ articles and slideshows for print and online; worked on large editorial packages such as the Inc. 500
- Managed social media strategies for magazine articles and online projects

Additional Experience: 5280 Magazine, Better Homes & Gardens Apprentice, SELF Magazine ASME Intern, Parents.com, Billboard, Angeleno

EDUCATION:

Drake University | Des Moines, IA | May 2011

- Bachelor of Arts in Journalism (Magazines)
- Bachelor of Arts in Anthropology/Sociology

LANGUAGE SKILLS:

- Signed Exact English

TECHNOLOGY SKILLS:

- HTML
- iMovie
- WaterCast
- Photo research
- Basecamp, Kapost
- SEO best practices
- PowerPoint and Excel
- Social media platforms
- Gigya (comment moderation)
- Content Management Systems (WordPress, etc.)
- Newsletter creation (MailChimp, etc.)
- Adobe Analytics, InDesign, and Photoshop