**Kelly Barbieri**

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**Digital Content Strategist/Director**

**Marketing Display Copy | Website Launches | Audience Growth | Social Media Campaigns**

Omnichannel content developer, marketing copy maven, and analytics driven strategist with over 12 years of experience creating and curating content and digital products for travel, budget, luxury and lifestyle sectors. Launches user-friendly desktop, mobile apps and platforms with latest technology and creative design concepts. Consistently increases brand awareness, readership, and audience engagement through researched, targeted content. Hires, trains, and manages large editorial staffs to achieve objectives and deliver projects on time and on budget. Excellent presentation, communication, and problem-solving skills working in deadline-driven environments. Builds strategic partnerships with all key stakeholders to build and grow audiences.

**Areas of Expertise**

|  |  |  |
| --- | --- | --- |
| * Digital & Mobile Marketing * Client & Partner Relationships * Website Design & UI * Email, SMS & Push | * Copywriting & Editing * Budgeting & Scheduling * Editorial Guidelines & Style * Public & Media Relations | * Data Analytics, Insights & SEO * Content Management Systems * Staff Training & Development * Team Building & Leadership |

**Professional Experience**

Zeeto/tibrio, New York, NY

**Head of Content,** 2018 – 2019

Assessed all content channels -- including websites, email, snail mail and social platforms -- to effectively communicate with users and drive revenue/engagement. Analyzed metrics to devise definitive voices for each of the company's media properties. Managed content team while working with the email team, media team and sales team to enact a content strategy. Created style guide that spoke each of the company's distinct demographics. Launched and drove excellent engagement though email, SMS and Push campaigns.

* **Increased site traffic by 200% and pageviews by 260% in five months.**
* Increased revenue from under $10,000 to over $100,000 in just three months though SMS and Push campaigns.
* Increased Adsense CTR by 38% and Adsense eCPM by 83% in three months.

The Fresh Toast, New York, NY

**Editor-in-Chief,** 2016 – 2018

Led daily operations and recruited, trained, and managed performance of editors, social media managers, and freelance writers. Identified potential content partnerships and leveraged existing ones to achieve syndication and expand reach. Developed and monitored KPIs focused on customer satisfaction to grow traffic, social engagement, and revenue. Partnered with social, IT, and sales to develop new content and products. Developed product display copy for site and ads. Established editorial calendar to ensure on-time and on-budget publication. Fostered latest technologies, best practices, and process improvements to increase efficiencies.

* **Increased site traffic from 0 to 300K in one year and positioned TFT as trusted source of industry information.**
* Negotiated and managed content partnership with *New York Daily News*, *Men’s Health*, *Salon* among others.
* Developed and maintained publishing style guidelines to comply with brand and channel-specific standards.

Haute Media Group, New York, NY

**Digital Director,** 2014 – 2016

Managed editorial content, identified marketing opportunities, and defined product strategy across luxury, lifestyle, and real estate channels. Coordinated post-launch production, monitored performance, and fostered best practices. Reported site analytics, newsletter statistics, and used Google Analytics daily to improve overall performance. Created and monitored KPI’s to evaluate product and content successes. Improved features, landing pages, advertising assets, performed A/B testing, and integrated campaigns along with third-party vendors.

* **Increased YOY site visits for Haute Living (127%) Haute Time (132%), and Haute Residence (262%).**
* **Grew daily content creation sevenfold and social engagement by a record 1200% year-over-year.**

TransHigh Corp, New York, NY

**Director of Digital Content**, 2013 – 2015

Directed content, production, and social media strategies for 12 separate digital properties to drive traffic and conversions. Developed product display copy for HT Store. Optimized Twitter, LinkedIn and Facebook campaigns and implemented branded content and native ads. Managed, curated, edited and produced 80% of website content, including 200 editorial pieces per month. Gained partnerships with major digital properties such as Vice, BuzzFeed, HuffPo, and Denver Post.

* **Drove 12-fold increase in traffic and ad sales revenue by 100% in only nine months.**
* **Achieved 3.8M Facebook likes (20-fold increase) as well as doubling of Twitter followers.**
* **Increased on-site engagement at major industry events and trade expos by 1169%.**
* Developed two smartphone apps as well as digital archive for access to 40 years of content.

LodgeNet Interactive, New York, NY

**Managing Editor, Mobile Publishing** **(Contractor),** 2012 – 2013

Provided full cycle editorial product strategy including “local” portion of social media and website for travel-focused mobile application. Included design, development oversight, and product launch. Generated 100 editorial pieces and over 200 photos per month. Sourced and managed 25 freelance editors to provide targeted content to 100 cities.

* Converted application into 360-degree resource for business travelers across the country.
* Crafted consumer targeted advertising for Lincoln, Cadillac and MLB and many more.

Jetsetter.com, New York, NY

**Digital Producer** **(Contractor),** 2011 – 2012

Created and implemented editorial content for travel-focused mobile application. Proposed and developed travel and culinary stories for *Jetsetter Passport*. Analyzed site traffic and metrics to optimize SEO and partnered with IT to ensure optimal page loads, and business integration.

* **Launched *Jetset Homes* with 200+ property listings, generating $250K revenue in two weeks.**
* Established use of social media and blogs to raise brand awareness, and new web technologies to improve

customer experiences.

* Improved navigation and functionality of existing content management system, speeding-up retrieval.

Niche Publishing, New York, NY

**Managing Editor, Capitol File & Los Angeles Confidential**, 2008 – 2010

Oversaw editorial content, art, photoshoots, and advertising for two luxury and lifestyle magazines including 12-person staff and over 50 freelance writers.

* **Created engaging editorial content and superb client experiences, driving $1M worth of advertising.**
* Interviewed celebrities such as Matthew McConaughey, Barbara Walters, and Larry King to name a few.

**Technical Proficiencies**

PC OS • Mac OS • Microsoft Office Suite • Salesforce.com • Adobe Creative Suite • Basecamp • Slooce

Omniture • Rank Tracker • Looker • Link Checker • Custom CMS • Google Docs • BI Tools • Mailchimp

InCopy Aperture • Final Cut Pro • Teamsite • Drupal • WordPress • Trello • Google Analytics

HTML • CSS • Asana • Social Media • AP Stylebook • Chicago Manual of Style