Zee KRSTIC

CONTACT

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zeekrstic.com

EDUCATION

University of Florida
B.S. Journalism |
Family & Youth Psychology
Summa Cum Laude
April 2017

Fashion Insitute of Technology
School of Professional Studies
Certificate, Fashion Merchandising Management
July 2014

SKILLS

Adobe Creative Suite Certified
Photoshop, InDesign, InCopy

CMS Asset Management
Drupal, Chorus, Wordpress

SEO Content Optimization
SEMRush, GSC, Google Ad Planner

Content Partnerships
Google News, SmartNews, Flipboard
Apple News+, MSN, Yahoo

Data Analytics
Google Analytics 4, Looker, Parsely

Social Media Marketing:
SocialFlow, Buffer, Hootsuite, TrueAnthem

HTML Design: Dreamweaver
Salesforce Marketing Systems
Microsoft Suite Certified: Excel Data

AWARDS

AAOS MORE Media Award | 2021
New York Times Scholar | 2016
Anderson Scholar of Excellence | 2015
Barbara Gaynes Scholarship | 2014
Sunshine Merit Full-Tuition Scholar | 2013

EXPERIENCE

Editorial Insights Team, Hearst Magazines

Content Strategy Manager | July 2023 - Present

• Ideates, executes holistic traffic and affiliate revenue strategies for multiple brands, including **Country Living**, **ELLE Decor**, **House Beautiful** and **VERANDA**. Maintains daily comms and working relationships with over 40+ individual editors both up and down mastheads.

• Creates monthly content lineups that engage audiences in home design inspiration, shoppable market trends and guides, reported features, gifting, expert-backed product reviews, recipes, as well as cultural and celebrity news, among other evergreen service editorial offerings true to each brand.

• Conducts data-backed competitive analysis to propose new experiments and content initiatives to meet quarterly revenue goals; uses data to track shopping and cultural trends via personalized strategies for each brand.

• Regularly facilitates editor trainings on best practices in content optimization, mainly for increased SEO visibility as well as key strategies for maximizing affiliate sales and content-driven conversions. Top edits content for optimization on a daily basis in conjunction with executive and deputy editors.

• Performs audits of content performance, including granular looks into URL visibility, meta packaging, internal linking, and other SEO best practices. Assesses affiliate EPC on individual story level and macro site RPM with suggestions to increase earnings against traffic patterns.

• Communicates insights and strategy debriefs to company stakeholders, including product teams, sales, memberships team, content partners like Apple News+ and Yahoo.

• Routinely uses Google Analytics, Looker, SimilarWeb and other analytical tools to identify trends, track performance and find ways for editors to iterate on successes during shifting audience acquisition landscapes.

Good Housekeeping, Hearst Magazines

Health Editor | Dec 2019 - June 2023

• Produced and edited SEO-friendly service features, affiliate-driven shopping guides, longform essays, and news content across the site's health vertical, with a focus in driving organic search traffic and sustained user engagement.

• Maintained a robust roster of freelance writers and generated their assignments, as well as submission guidelines for publication across platforms.

• Conducted market research in conjunction with the Good Housekeeping Institute to generate organic commerce revenue on health and wellness content, specializing in fitness, sleep and nutritional supplement coverage. Maintained rigiorus quality standards to support EEAT and YMYL initiatives set by Google.

• Executed cross-platform coverage to lend to monthly print editions, assisting senior leadership in planning editorial tentpoles, franchises and maintaining a seasonal edit calendar.

• Assisted in cross-promotion and packaging of health content across social and newsletter mediums, working to ideate social video content development for on-site placement.

MarthaStewart.com, Meredith Corporation

Associate Editor | Jan 2019 - Nov 2019

• Produced longform feature and service content across site verticals. Worked to produce and maintain advanced editorial calendar for all verticals, owning home decor, holiday, beauty and pets coverage, among other cornerstone verticals.

• Overhauled news coverage for the brand, and produced and optimized news content for social distribution and placement on referral sites. Crafted social copy and packaging across social platforms, occasionally for newsletter placement as well.

• Facilitated critical comms between Meredith stakeholders and Sequential and Marquee teams to incorporate Martha Stewart brand elements into site coverage.

• Collaborated with centralized commerce leads to ideate affiliate revenue streams, spearheading early review coverage.

• Oversaw department T&E expenses and assisted in various administrative tasks.
Managed consumer relations inbox and outward-facing brand communications for the Martha Stewart brand.

CookingLight.com, Meredith Corporation

Assistant Editor | July 2017 - Jan 2019

• Piloted CookingLight's news program, produced evergreen content for the Cooking Light brand and those within Meredith's Food Desk. Established new partnerships with referral networks including Google News and Apple News.

• Edited evergreen content across verticals, including freelance submissions, recipes, galleries, photos, videos, and optimized migrated print content to find new audiences online.

• Assisted social lead in creation and publishing of social content on CookingLight platforms.

• Curated, produced daily newsletters for circulation of feature content and gated recipes for a subscriber base of more than 300,00. Strove to maintain 40 percent open rate.

• Partnered with the Meredith Video Studios to produce original series, including hosted videos as well as interviews and product reviews.

• Spearheaded commerce content production on CookingLight in conjunction with central commerce teams, creating a new revenue stream for the brand during this period.

For full employment history, please visit LinkedIn.