

# Zee KRSTIC

## CONTACT

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zeekrstic.com

## EDUCATION

University of Florida  
B.S. Journalism  
Summa Cum Laude  
April 2017

Fashion Institute of Technology  
School of Continuing and Professional Studies  
Certificate, Fashion Merchandising Management  
July 2014

## SKILLS

Adobe InDesign  
Adobe InCopy  
Adobe Photoshop  
Adobe Creative Suite Certified  
CMS Digital Asset Management  
Incl: Drupal, Chorus, Wordpress  
SEO and News Content Optimization  
Google News, Apple News, Flipboard  
Social Media: SocialFlow, Buffer, Hootsuite  
HTML Design: Dreamweaver  
Salesforce Marketing Systems  
Microsoft Suite Certified: Excel Data  
Corporate Programming, Merchandise  
Spanish, Professional Fluency

## AWARDS

New York Times Scholar | 2016  
Anderson Scholar of Excellence | 2015  
Barbara Gaynes Scholarship | 2014  
Sunshine Merit Full-Tuition Scholar | 2013  
Dartmouth Alumni Award Honoree | 2013

## EXPERIENCE

### Good Housekeeping, Hearst Magazines

Associate Health Editor | 2020 - Present

- Produces and edits longform and news content across the site's health vertical, working to manage a roster of writes and contributors. Edits freelance submissions for publication and promotion.
- Conceptualizes and executes cross-medium coverage for print issues on a rolling basis. Assists senior editors in longterm planning and execution of edit calendar.
- Conducts market research in conjunction with editors in the Good Housekeeping Institute to generate organic commerce revenue on a regular basis, raising \$2 million in fiscal year 2020.
- Assists in cross-promotion and packaging of content across social and newsletter mediums. Facilitates ideation for video content development.
- Prioritizes vertical SEO performance by executing high-search volume features and service content, boosting performance by an average of 30 percent year-over-year.

### MarthaStewart.com, Meredith

Associate Editor | 2019 - 2020

- Produced longform feature and service content across site verticals. Worked to produce and maintain advanced editorial calendar for all 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.
- Migrated print assets and organized visual assets on the site's content management system.
- Facilitated communication between Meredith and Sequential and Marquee teams to incorporate Martha Stewart brand elements into site coverage.
- Collaborated with centralized commerce team to create affiliate revenue streams for on-platform content. Produced visual assets for e-commerce content.
- Oversaw department T&E expenses and assists in various administrative tasks when necessary. Managed consumer relations inbox and outward-facing brand communications.

### CookingLight.com, Meredith

Assistant Editor | 2017 - 2019

- Piloted Cooking Light's news program, producing daily content for the Cooking Light brand and those within Meredith's Food Desk collection. Established partnerships with referral networks including Google News and Apple News.
- Edited assets for Cooking Light's digital properties, including freelance submissions, recipes, galleries, photos, videos, and migrated monthly print content to be published online.
- Assisted social editor in creation and publishing of social content on Cooking Light platforms.
- Curated, produces daily newsletters for circulation of articles and recipe collections for a subscriber audience of more than 300,000 readers. Maintained 40 percent open rate.
- Partnered with the Meredith Video Studios to produce original series for the Cooking Light brand, including hosted videos as well as interviews and product reviews.
- Worked closely with Meredith's e-commerce network to curate and publish successful commerce content, generating a significant source of revenue for CookingLight.com.

### Eater, Vox Media (ASME)

Editorial Intern | 2016

- Produced and built content for Eater.com, ranging from news stories to feature pieces, including profiles, in-depth cuisine explainers, and current event coverage.
- General tasks included caption and sidebar writing, basic site design and upkeep, Eater's heatmaps, and asset management through Vox Media's proprietary CMS. Assisted editors in production of national packages, and a special joint Olympics package with SB Nation and the Vox Product team.
- Conducted editorial research on behalf of city editors, news editor Erin DeJesus, including photo-sourcing, transcribing interviews and raw data collection for digital assets.
- Recruited under the American Society of Magazine Editors' internship program.

### Gainesville Magazine

Editorial Assistant, Style | 2016 - 2017

- Produced feature spreads for "Looking Good" unisex style section printed bimonthly.
- Worked with local talent to source looks for publication, styled on set for style spreads.
- Assisted editor in chief in curating feature stories and administrative duties as needed.

### New York Moves Magazine

Editorial Assistant | 2012 - 2015

- Crafted feature pieces for the "Food & Drink," entertainment and feature sections on an assignment basis.
- Hosted a weekly blog and promoted content on social media platforms, solely managing the brand's Twitter, Facebook, Wordpress and Instagram.