

Kathleen Murray Harris

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Writer, Editor, and Digital Content Strategist (current)

- **Writer** for such media outlets as *Real Simple*, *Southern Living*, eBay, Huffington Post, Clos-ette.com, Realtor.com, Levo.com, and more. Specializes in lifestyle, career, business, money, and parenting content. Co-author *The Catholic Girl's Guide to Sex*, (Broadway Books 2003).
- **Content strategist** for TiffanyDufu.com; responsible for relaunch of website and ongoing content creation for the author of *Drop the Ball* (Flatiron 2017).
- **Content strategist** for Après (apresgroup.com); editorial and partnership lead for the launch of new startup dedicated to helping women return to the workforce.
- **Content strategist** for various startups including MyJoyst.com. Work includes user research, website writing, presentation of best practices for newsletters, SEO, social, partnerships, and more.
- **Ghostwriter and editor** for various clients including Bonnie St. John (best-selling author and leadership expert), Kara Nortman (Partner Upfront Ventures), Niccole Kroll and Jennifer Gefsky (Après cofounders), Story.co (Nancy Hala and Sheri Salata 's new content website).

Levo League/Levo.com, VP, Content Development, 3/14 to 4/16

- **Content and Social Media Strategy:** Created and executed digital content strategy for the fastest-growing career and mentorship community for millennials. Set the voice, tone, target audience, vision, and style guide. Managed editorial and marketing team and oversaw SEO, social media, product marketing, email programs. Set and managed editorial calendar and editorial budget. Developed new content verticals, daily news feature, and a career wiki.
- **PR, Partnerships, and Syndication:** Primary liaison with PR agency to cultivate press opportunities. Created and developed content exchange relationships with top sites. Created sponsored content for sales and marketing.
- **Video and Curriculum Production:** Oversaw strategy, writing, talent scouting, and production of all video content, from online education courses to our premier franchise Office Hours with interviews with such influencers as Kevin Spacey, Chelsea Clinton, Warren Buffett, Sarah Silverman, and Natalie Morales.
- **Metrics:** Use real-time data to capitalize on traffic spikes; analyze performance of editorial and audience engagement to inform content creation. Grew monthly unique visitors from 300K to 2 million active users in 18 months; increased 3-month retention by 98%, supported a 10x increase in revenue.

RealSimple.com, Managing Editor/Editor in Chief, 1/08–3/14

- **Content Strategy:** Established digital content, newsletter, video, social, and product strategy for Real Simple; lead on new launches, designs, and digital brand extensions (apps and mobile-enhanced sites). Led editorial strategy for paid content initiatives, native advertising, and consumer revenue projects, including paywalls, e-commerce, and subscription products.
- **Top Editor & Manager:** Managed team of 13 and daily editorial production.
- **Social Media Strategy:** Oversaw blog network, social brand extensions (Twitter, Facebook, Pinterest, Instagram), set link building strategy, and lead new social media initiatives. Established Real Simple as award-winning magazine brand on Pinterest.
- **Sales & Marketing Liaison:** Conceived and collaborated on sales and marketing content opportunities; set standards for advertiser integration, branded content, and rich media executions.
- **Content Distribution:** Managed relationships and edited content for content partners (CNN, MSN, Yahoo!, This Old House, People.com).
- **Magazine Integration:** Created and promoted new integrated content, from photo shoots and videos to user-generated content and new newsletters.
- **Project Management:** Managed editorial migration and editing for February 2009 relaunch, which won the Min Best of the Web Award 2010.
- **Metrics & SEO:** Analyzed site metrics to ensure high levels of engagement and user satisfaction. Grew site traffic 113% and unique visitors 68% YoY in 2012. Grew natural search referrals from an average of 12% to 44% of total site traffic. Grew social referrals to the second highest source of site traffic. In December 2013, the Real Simple mobile-optimized site traffic grew 142% YoY and its audience grew 120% YoY. RealSimple.com video plays grew 69% MoM.

The Knot Inc., Deputy Editor, 4/04–1/08

- Responsible for all content and new site launches for TheKnot.com; managed the department budget and set staff priorities.
- Worked with sales team to develop cross-promotional and traffic-driving programs.
- Managed content distribution partnerships (MSN and Scripps Howard News Service).
- Top editor for The Knot Weddings magazine: created editorial lineups, oversaw photo shoots, and developed concepts for magazine-to-web integration.
- Wrote and edited manuscripts for The Knot book projects; developed book proposals.
- Led the launch of GreatBoyfriends.com, The Knot's online dating site.
- Represented The Knot in media appearances and speaking engagements nationwide.

Time Inc. Custom Publishing, Associate Editor, 7/02–4/04

- Editor of lifestyle, home, parenting, and beauty departments of custom print magazines for such clients as Unilever, Nestlé, and McDonald's.

Real People Magazine, Associate Editor, 11/00–11/01

- Helped conceive, lead, and launch mass-market women's magazine for Gruner + Jahr.

LuxuryFinder.com, Assistant Editor, 8/99–11/00

- Member of launch team for editorial/e-commerce hybrid that covered high-end lifestyle content, from home, food, and travel to celebrity, beauty, and fashion.
- Wrote and edited feature stories and special projects; created style guide.

ADDITIONAL EDITORIAL EXPERIENCE

- *Black Book Magazine*, Freelance Copy Editor, 4/01–1/03
- *YM Magazine*, Editorial Intern, 6/98–9/98
- *VIBE Magazine*, Editorial Intern, 1/98–4/98

EDUCATION

Northwestern University, Medill School of Journalism, Class of 1999, Evanston, IL
Bachelor of Science, Journalism; Magazine Publishing Major, Italian Studies Minor

AWARDS AND SERVICE

- Best Social Integration for Pinterest, Henry R. Luce Award, RealSimple.com
- 2013 Best Relaunch/Redesign, Min Best of the Web Awards, RealSimple.com,
- 2010 Board Member, YWCA of Ridgewood, NJ,
- 2011-2014 Time Inc Mentor Program Participant, 2010-2015