

Kristin Scharkey

kscharkey@gmail.com | kristinscharkey.com

Experience

EDITOR, DESERT MAGAZINE, GANNETT/USA TODAY NETWORK – JUNE 2016-PRESENT

- Conceptualize, edit and write timely features on news, lifestyle and culture for *The Desert Sun's* monthly magazine (circulation: 68,000) as well as SEO-driven online content for digital platforms
- Manage an evolving stable of freelance writers, photographers, illustrators and designers
- Direct and implement social media strategy across Facebook and Instagram
- Launch, lead and curate partnerships for DESERT Adventure Club, a monthly event membership, and curate a weekly email newsletter delivered to more than 4,500 subscribers
- Monitor news sources, blogs and social media, and cultivate relationships with local sources to identify trends and stories of value to readers of *DESERT* magazine and *The Desert Sun*

MANAGING EDITOR, FIREBRAND MEDIA – FEB.-JUNE 2016

- Conceptualized, edited and wrote features on news and culture for two regional titles (circulation: 37,000) and three luxury hotel publications (readership: 385,000) and their websites
- Managed a team of five editors, as well as a growing stable of freelance writers
- Crafted and produced SEO-driven online content using WordPress
- Booked, conducted and edited celebrity interviews (e.g. Jessica Alba, Tory Burch, Ryan Getzlaf)
- Oversaw the redesign of *Montage Magazine* to align with Montage Hotels & Resorts' brand

ASSOCIATE EDITOR, FIREBRAND MEDIA – MAY 2015-FEB. 2016

- Conceived, edited and wrote timely content for all magazines
- Served as regional editor of *Bespoke Concierge's* Chicago, Miami and New York editions, managing hotel concierges and freelance writers in each city

FREELANCE WRITER – 2010-2015

- Contributor to publications such as *Chicago Tribune*, *Time Out Chicago*, *Time Out Chicago Kids*, *Bedlam Magazine*, *Softball Magazine*, *San Clemente Times*, *Sundog Lit* and *The Den*

EDITOR & MULTIMEDIA REPORTER, ESPN RISE – MARCH 2010-FEB. 2011

- Editor of the 2011 National High School Invitational magazine
- Wrote and edited feature articles for *ESPN Girl* magazine and ESPN RISE's digital platforms
- Served as on-camera personality and video editor for event recaps

Education

Northwestern University, Evanston, Ill. – Master of Fine Arts, Creative Nonfiction, March 2015

Northwestern University, Evanston, Ill. – Bachelor of Science, Journalism, March 2013

Accomplishments

Fulbright U.S. Student Program finalist (April 2015); B1G Post-Graduate Scholarship (May 2013); NFCA All-America Scholar-Athlete (2012); Academic All-Big Ten (2011-2013); four-year starter on Northwestern University's varsity softball team (2009-2013)