



# Kaylee Holland

## Editor

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Skilled editor and editorial manager with over 8 years of experience in content creation, writing, editing, pitching, newsletters, alerts, and proofreading. Proficient in AP, MLA, and Chicago Manual of Style. Strong attention to detail and ability to consistently meet deadlines, especially pertaining to breaking news, both locally and nationally. Adept at providing constructive feedback and collaborating with team members to produce high-quality content. Proven track record of enhancing clarity, coherence, and overall impact of written materials. Seeking to leverage my writing, editing, and overall editorial expertise.

## Professional Experience

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### **Assistant Manager, CRM** *Fox News, New York, New York | July 2024 - Present*

- Formulated larger marketing strategy for alerts and newsletters for Fox News Digital, Fox News Channel, and additional subsidiaries
- Created copy for newsletters, alerts, and other marketing features (such as DNC, RNC, etc.) and target specialized audiences based on interests
- Used canvases, A/B testing, IAMS, and other platforms to educate audiences on new features and to capitalize on super user interests

### **Newsletter and Alerts Editor** *Fox News, New York City, NY | January 2023 - July 2024*

- Created, curated, and developed engaging content with editorial team on weekly newsletters and real-time alerts to keep audience informed and up-to-date on industry trends and news
- Analyzed key performance indicators (KPIs), such as open rates and click-through rates, to continuously optimize content strategy and drive improvements in engagement and readership
- Coordinated with cross-functional teams from editorial to business to product, and ensured timely delivery of newsletters and alerts to meet strict deadlines

### **Managing Editor** *6AM City, Lakeland, FL | August 2021 - November 2022*

- Managed a team of 17 editors for a daily newsletter platform, across six cities in the US; focused on breaking daily news and providing context on news coverage for a digital platform
- Lead editorial team members in the creation of 6 monthly content calendars and the creation, resulting in 150 pieces of lead content per month
- Strategically developed and deployed numerous editorial resources such as content templates, content approach guidelines, and master content pieces

### **Senior Editor** *6AM City, Lakeland, FL | April 2021 - August 2021*

- Tracked analytics and KPIs to identify trends and make recommendations to leadership
- Jointly managed a region of six newsletter markets and additional editorial operations — assisted management with workflow, production, and budgets — and optimized areas that weren't streamlined
- Assisted in the launch of 17 new markets with recruitment and coaching and brought on over 50+ new editors

### **City Editor** *6AM City, Lakeland, FL | July 2018 - April 2021*

- Acted as the brand face for a daily newsletter audience of 17,000+ and a social media following of over 30,000
- Wrote, created, aggregated, curated, narrated, and facilitated over 130 newsletters per year over the course of three years
- Deployed new brand-wide creative strategies, resulting in audience engagement with seven markets

## Education

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**Bachelor of Arts in Journalism/Public Relations** Southeastern University, Lakeland, FL | August 2012 - April 2016

## Key Skills

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- Content Creation: Write, edit, create, and assign stories for digital and social mediums; manage flow of content and editorial calendars
- Management: Lead an ever-growing team of 17 writers, content creators, and quarterly interns; collaborated with various departments
- Software Proficiency: Adept with Braze, Tableau, MailChimp, Sailthru, Constant Contact, Taxi, Wordpress, Google Analytics, and CMS systems (such as Brightspot/Wordpress)
- Strategy: Strategize approaches to newsletters and alerts (including kickers and copy) for events such as the RNC and the DNC.