






career contessa

Media Kit



Meet Career Contessa

We're a professional development resource that helps more than **4 million women*** be more fulfilled, healthy, and successful at work each year.

We love to work with brand partners to tell their stories, share their products and create educational content that converts with our audience.

**Career Contessa supports all genders and non-binary individuals.*



Meet Our Founder, Lauren McGoodwin

Lauren McGoodwin launched Career Contessa in 2013 after working as a recruiter in tech where she experienced first-hand the lack of career development resources available for women.

Regardless of whether they were job searching, soul searching, leading and managing, or trying to find new ways to advance their careers, they needed an ally in the process.

Today, Lauren is a trusted career expert providing advice to outlets like Good Morning America, published her first book, *Power Moves*, with Harper Business, and is host of Career Contessa, a top-rated business podcast.

Partnerships to Help Women Work (and Live) Better

Past partners include:

tripleten

SHORTFORM

DATA ANNOTATION TECH

WESTIN HOTELS & RESORTS

shopify

Office DEPOT OfficeMax

facebook. coursera

SoFi

AICPA

Spectrum

Georgia Tech

Zocdoc

GEORGETOWN UNIVERSITY

ZipRecruiter

logitech

Frost BANKING INVESTMENTS INSURANCE

indeed

LinkedIn

The Career Contessa Audience

4 million women turn to Career Contessa to help them with their career **each** year.



81%

identify as women



34%

identify as non-white



51%

ages 22-34



44%

ages 35-54



89%

are in the United States



55%

have a Bachelor's degree

36 **Median Age**

$74,000 **Median Salary**
(Source: The Salary Project™)

** Data updated: February 2024*

The Career Contessa Audience



33%
have an advanced degree



78%
are employed full time



13%
are freelance/ contract



30%
are actively looking for another job



33%
manage a team



49% are passively looking for another job



78% working four years or more

** Data updated: February 2024*

Top 10 Career Goals of Career Contessa Audience

Rank	Career Goal	Share
1	Learn new skills (career development, online learning, etc.)	57%
2	Figure out next career move	55%
3	Job search (advice, job postings, access to companies, etc.)	48%
4	Productivity + time management (how to say “no” and set goals)	47%
5	Emotional + mental wellness management	46%
6	Career transition (switch jobs/industries)	44%
7	Better communication (email, messaging, in-person, body language)	43%
8	Advance in current role (leadership/management training)	41%
9	Negotiation + money management (ask for a raise, negotiation, and just be better with my $$)	39%
10	Navigate office politics + work culture	34%

Career Contessa by the Numbers

300K+

Monthly Organic Visitors

90K+

Active Email Subscribers

250K+

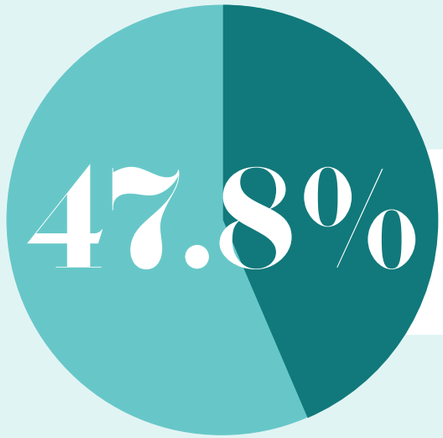
Instagram Followers

25K+

Average Reel Views

1.5%

Average Click-Rate



Average Email Open-Rate

** Data updated: February 2024*



What We Offer

+ Branded + Original Blog Content
+ Email Integrations + Sponsored Newsletters
+ User-Generated Content
+ Social Media Campaigns
+ Sponsored Videos
+ Digital + In-Person Events
+ Online Courses
+ Podcast Ads + Sponsored Episodes
+ Public Speaking + Company Workshops

career contessa x DATA ANNOTATION TECH

CLIENT GOAL:

DataAnnotation was looking to recruit new talent to complete their starter assessment and join their service.

WHAT WE DID:

We created three Instagram Reels/ TikToks to educate people on DataAnnotation, how its services worked, and drive sign-ups. We also used an AI marketing chatbot to convert leads from Instagram to the starter assessment.

RESULTS (FIRST 30-DAYS):

Reel 1:
Reach: 15,328
Plays: 22,391
Interactions: 908

Reel 2:
Reach: 28,982
Plays: 43,118
Interactions: 1,989

Reel 3:
Reach: 15,622
Plays: 22,319
Interactions: 465

We drove ~1947 sign-ups for the starter assessment.



career contessa x smart city.

CLIENT GOAL:

Smart City Locating wanted to recruit talent to launch their real estate careers as Apartment Locators.

WHAT WE DID:

Developed a blog post, podcast episode, and social media content that educates people on what it's like to have a career as an Apartment Locator.

RESULTS (FIRST 30-DAYS):

Blog Post: here

Pageviews: 2,719 **Average Time:** 4:20+

Long-term SEO: This blog posts ranks for competitive targeted keywords, including "what you can do with a real estate license"

Podcast Episode: here

18K+ downloads and growing

Social: here

We created 2 Instagram feed posts that reached a combined number of 60K+ accounts and had 300+ saves.

career contessa x SHORTFORM

CLIENT GOAL:

Shortform wanted to build brand awareness and acquire new customers.

WHAT WE DID:

Developed two newsletter insertions in our weekly newsletters with personal endorsement from the Career Contessa founder.

RESULTS (FIRST 30-DAYS):

Email insertion: here and here

380+ clicks

📚 **Meet Shortform*:** Instead of reading an entire book, I rely on Shortfom's expert guides to help me learn faster. Receive a FREE trial of unlimited access and an additional 20% discounted annual subscription **with my code.**

salesforce

We've had great results working with Career Contessa for our Recruitment Marketing needs. We've partnered on content such as webinars, eBooks, blogs, and a company profile — and we're excited to continue to partner with the CC team in the future. Their team is organized, easy to work with, and created a top-notch partnership. They bring a fresh perspective, unique voice, and incredible style to all that they do. We're so happy with our results that we've already worked with them twice!



- LYLA SULTAN, RECRUITMENT MARKETING MANAGER AT SALESFORCE

Social Studies

REPRESENTING

Office DEPOT
OfficeMax

#1 Fastest Growing Influencer Marketing Agency

Working with Career Contessa was an absolute breeze! They were reliable, always delivered content on time, and created high-quality content.



- TAYLOR BROOKS, BRANDX COORDINATOR AT SOCIAL STUDIES, INC.

LinkedIn

Lauren's workshop for LinkedIn's Steer Women Leadership program was incredible, THANK YOU. Here are some additional details for from our pulse check poll: **97% of attendees** said they learned something new, **78% of attendees** gave it a rating of **9/10 or above**, **82% of attendees** chose 'action oriented' to best describe the session, **90% of attendees** rated the facilitation as highly effective



- ALISON HANKEY, LEADERSHIP & MANAGEMENT CONTENT STRATEGIST AT LINKEDIN LEARNING

You May Have Seen Us In...

Business Insider • Camille Styles • CNBC • Cosmopolitan Magazine • Cupcakes & Cashmere • Entrepreneur

Fast Company • Forbes • Glitter Guide • Good Day LA • Good Morning America • Goop • Harvard Business Review

Huffington Post • Inspired By This • Lifehacker • Los Angeles Times • My Domaine • Young African Leaders Initiative

New York Post • Real Simple • SELF Magazine • The Airbnb Blog • The Chalkboard Mag • The Coveteur • The Muse

The New York Times • The Sunday Paper • Thrive Global • Wall Street Journal • Women's Health

"You don't have to lost in your career or unhappy in your career."

Los Angeles Times

"Most career advice sites don't address grey-area topics such as whether to tell your boss about your side hustle or when it's really time to quit your job."

Forbes

"Career Contessa's Salary Project is one of the best resources out there."

GOOD MORNING AMERICA








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