

Nicki Koetting

CONNECT

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nickikoetting.com

EDUCATION

Northwestern University
B.S. Journalism
Minor in Religious Studies

SKILLS

AP Style
Adobe InCopy
Adobe InDesign
Adobe Photoshop
Chartbeat
Google Analytics
HTML
Hubspot
Looker
Mailchimp
Sailthru
SocialFlow
Sprout Social
Squarespace
WordPress

PUBLISHED

Men's Health
Houstonia Magazine
Chron
Catalyst Chicago
Advocate Magazine
The Lake Forest Leader
The Highland Park Landmark
Autostraddle

AWARDS AND RECOGNITION

City and Regional Magazine
Association Awards

EXPERIENCE

Chron

Managing Editor | Houston, TX | Aug. 2020 - Present

- Spearheaded a comprehensive website redesign and content overhaul
- Manages a team of 12 editors, writers, and producers, in addition to freelance writers
- Plans weekly editorial content and manages content calendars
- Implements big-picture content strategies and processes with Hearst executive leadership and the Editorial Director
- Launched Chron's Twitter and social media strategy
- Hires writers, editors, and freelancers
- Edits stories and newsletters; writes headlines and deks
- Analyzes traffic data to inform editorial strategy
- Manages freelance and expense budgets; processes invoices for freelance contributors

Hello Alice

Engagement Editor | Houston, TX | Nov. 2019 - April 2020

- Conceptualized and executed digital strategies and processes for the evolving editorial and marketing brand for Hello Alice, a startup that helps women and minority entrepreneurs start and grow their businesses
- Managed Hello Alice's social media platforms, including Facebook, Twitter, Instagram, and LinkedIn
- Wrote and curated Hello Alice's weekly newsletter
- Contributed to Hello Alice's blog and wrote instructional guides for entrepreneurs

Houstonia Magazine

Digital Editor | Houston, TX | Nov. 2016 - Oct. 2019

- Managed and updated *Houstonia's* website and grew website traffic 20 percent every year
- Launched and curated *Houstonia's* daily newsletter, *Houstonia Headlines*
- Managed the digital budget and processed invoices for freelance contributors
- Collaborated with the VP of Digital Operations to implement big-picture, company-wide digital strategies and processes
- Managed *Houstonia's* social media platforms, including Facebook, Twitter, and Instagram, and doubled *Houstonia's* follower count
- Edited 20 to 30 web-only articles weekly
- Uploaded the monthly print magazine, dividing the issue into online articles with unique, SEO-friendly headlines and deks
- Contributed to the print magazine and website
- Copy edited the print magazine monthly
- Compiled a weekly web report with the latest digital metrics for the *Houstonia* staff and lead a weekly digital meeting with the editorial staff

- **2019:** Finalist, Reader Service: “60 Ways to Love Houston” (contributor)
- **2018:** Finalist, Excellence Online
- **2017:** Finalist, Excellence Online

Eddie & Ozzie Awards

- **2019:** Finalist, Full Issue: December 2018 (contributor)
- **2019:** Finalist, Instructional/How-To: “60 Ways to Love Houston” (contributor)

22nd Century Media

Editor, *The Lake Forest Leader* | Lake Forest, IL | Jan. 2015 - June 2016

- Launched *The Lake Forest Leader*, a weekly newspaper delivered to every home and business in Lake Forest and Lake Bluff, Illinois, in February 2015
- Managed an assistant editor and a team of freelance writers and photographers
- Planned weekly content for *The Leader's* news, arts, and sports sections
- Wrote and took photos for news and feature stories in *The Leader*, in addition to web-first breaking news coverage
- Edited stories from freelancers and contributing editors
- Wrote headlines, deks, and cutlines for all articles and photos
- Managed *The Leader's* social media platforms, including Facebook and Twitter
- Managed and updated *The Leader's* website

Assistant Editor, *The Highland Park Landmark* | Highland Park, IL | Jan. 2014 - Dec. 2014

- Wrote and took photos for four to six news and feature stories weekly
- Covered weekly Highland Park City Council, Highland Park Plan Commission, North Shore School District 112, and Township High School District 113 meetings
- Compiled weekly community and faith community calendars, obituaries and police reports

RFL Communications

Associate Editor | Skokie, IL | June 2013 - Dec. 2013

- Wrote news and feature stories for RFL's four publications covering the market research industry
- Redesigned all four publications and laid out each issue
- Redesigned the RFL Communications website using WordPress