

# CAITLIN WHITE

SENIOR EDITOR & WRITER

## PUBLICATIONS

BUSTLE

ELLE.COM

GLAMOUR.COM

MARTHA STEWART WEDDINGS

WETPAINT.COM

HUFFINGTON POST

HELLOGIGGLES

ADWEEK

LINKEDIN

HUBSPOT

& MORE

## CONTACT INFORMATION

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## ABOUT ME

Eight years as an editor has taught me how to develop high-quality content that is both reader- and search-friendly. I believe great editing begins at conceptualization at a high level and goes all the way down to the minute details.

I'm a U.S. citizen and Canadian permanent resident. I've worked full-time remote in my previous two positions.

## EXPERIENCE

### MEREDITH CORPORATION

Senior Editor of More.com, 2016 – Present

Oversee team of staff and freelance writers

Assign and edit e-commerce, news, feature, and sponsored stories, compliant with SEO best practices

Manage editorial calendar and development of new franchises

Create daily newsletter

NEW YORK, NY

### BUSTLE

Lead Books Writer, 2013 – 2019

Developed daily literature- and publishing industry-focused content for the Books vertical, including news and features

Worked with publishing houses to select and produce reviews of appropriate upcoming YA books and author interviews

Moderated a panel at BookCon

NEW YORK, NY

Books Editor (Interim), 2015 – 2016

Managed a team of freelance writers

Edited 10-15 feature-length stories a day

Oversaw editorial calendar and topic generation

Maintained a network of contacts in the publishing industry

### TECHTARGET

Site Editor, 2011 – 2014

Wrote industry blogs, stories, and guides on cloud computing

Edited technical tips and news stories

Interviewed cloud industry experts and professionals

Created and executed social media strategy

NEWTON, MA

## EDUCATION

### MASTER'S OF ARTS

Emerson College

2008 – 2010

### BACHELOR'S OF ARTS

Boston College

2003 – 2007

## SKILLS

SEO

PHOTOSHOP

INDESIGN

SOCIAL MEDIA

AP STYLE

ANALYTICS

HTML

WORDPRESS