

MARTHA STEWART

Lifestyle & Entertaining Guru

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SUMMARY

A renowned lifestyle expert and television personality, I have built a career on sharing my passions for cooking, gardening, and home decorating with audiences around the world. I have a proven track record of creating content and products that resonate with consumers, and am always looking for new ways to inspire and engage my fans.

EXPERIENCE

Executive Producer

Martha Stewart Living Omnimedia

2005 - 2012 New York, NY

Led the development and production of television, digital and print content for the Martha Stewart brand.

- Developed and produced over 30 hours of primetime television programming, including the Emmy-award winning Martha Stewart Show
- Launched the first-ever daily, syndicated lifestyle program, resulting in a 25% increase in ratings
- Created and executed a digital strategy, increasing website traffic by 50% and driving e-commerce sales

Founder & CEO

Martha Stewart Living Omnimedia

1997 - 2012 New York, NY

Founded and grew a diversified media and merchandising company, featuring the Martha Stewart brand.

- Launched successful product lines in categories including home goods, furniture, bedding, bath, and kitchen
- Developed and executed a merchandising strategy resulting in over \$1 billion in retail sales
- Created and launched Martha Stewart Weddings, resulting in a 50% increase in subscription revenue

EDUCATION

Bachelor of Arts

Barnard College

1964 - 1968 New York, NY

MY LIFE PHILOSOPHY

I just love the process of creating something new.

STRENGTHS



Creative Vision

A natural ability to see potential in any space or project, and to bring it to life with style and elegance.



Business Acumen

A deep understanding of the business of media and entertainment, and a track record of success in creating and monetizing content.



Team Leadership

Proven ability to build and lead high-performing teams, and to inspire others to achieve their best work.

LANGUAGES

English

Native



French

Proficient



Italian

Advanced

