

# 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

