

Kristen Tauer

Clips can be found at www.kristentauer.com

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EXPERIENCE

DEPUTY EYE EDITOR — WWD, *Penske Media*

2018 - CURRENT, NEW YORK, NY

Plan Women's Wear Daily's Eye coverage for Digital Daily (newspaper) and WWD.com. Develop concepts for recurring and packaged features.

Identify rising talent in art and culture. Oversee features from initial idea to completion. Produce and write reported features, negotiating exclusivity and first-run of content. Book talent and produce photo and video shoots; identify opportunities for on-site locations. Cover features include Rosamund Pike, Winston Duke, Dave Franco, and Tilda Swinton.

Plan coverage for New York Fashion Week and live awards shows. Attend Art Basel Miami Beach, Sundance, SXSW; produce special print editions.

Hire, manage, and mentor WWD's editorial interns.

ASSOCIATE EYE EDITOR — WWD, *Penske Media*

2016 - 2018, NEW YORK, NY

Planned and edited Eye content for weekly print magazine, working closely with international and Los Angeles bureaus.

Pitched, reported, and wrote original mid-length features; 20 per month. Monitored Google Trends and created content to capitalize on traffic trends

Covered three nighttime parties per week; approach and interview VIP guests. Managed event invites and negotiated reporter and photo access. Worked closely with Shutterstock, PMC's photo agency partner.

ASSISTANT ONLINE EDITOR — WWD, *Condé Nast*

2013 - 2016, NEW YORK, NY

Curated the WWD.com homepage and landing pages. Built and managed all online content using TeamSite CMS. Wrote web heds/deks and optimized articles for SEO. Educated entire editorial staff during Wordpress CMS transition under new company ownership.

Sent breaking news alerts and newsletters using MailChimp. Wrote a social media column for weekly print magazine. Wrote and scheduled @WWD Twitter feed, reaching 3M followers.

SKILLS

Creative & Video: Adobe
Premiere Pro, Photoshop

Work Flow: InCopy, InDesign,
Wordpress, TeamSite

Site Production: SEO, HTML

PUBLICATIONS

Teen Vogue, WWD, Edible
Finger Lakes, Edible Indy,
First We Feast, The New York
Times, Marie Claire, Frank
151, Cornell News, Zink

Cofounded Counter Service, a
publication about food and
hospitality written by
creatives in the industry.
counterservicemag.com

EDUCATION

Cornell University, Ithaca, NY
B.S. Communication

SVA + New York University
Postgraduate/Non-Degree:
Screenwriting, Digital
Filmmaking, Documentary
Filmmaking I, Video Art

OTHER INTERESTS

Filmmaking, poetry, aerial
circus arts. Volunteer with
The Honeybee Conservancy