

NICOLE CALDWELL

EDITOR | JOURNALIST | AUTHOR

LET'S WORK TOGETHER!

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I'm a writer, editor, and published author with 20+ years of journalism experience. I love building teams and helping to develop talent among writers and editors. As a manager, I lead with empathy and fairness.

PROFICIENCIES

- Content strategy
- AP style
- Editing
- Google suite
- Managing budgets
- Building teams
- Creative problem-solving
- Community engagement
- Business development
- Newsroom OKRs, KPIs
- ClickUp
- Smartsheet

EDUCATION

Columbia University Graduate School of Journalism
Master of Science - Journalism

Hampshire College
Bachelor of Science - Journalism and Photography

RECENT VOLUNTEER SERVICE, OTHER PROJECTS

Better Arts

Founder and president (2011 - present)

- www.betterarts.org

Better Farm

Owner and co-founder (2009 - present)

- www.betterfarm.org

WHO WHAT WHY

Editorial support (2020-2021)

- www.whowhatwhy.org

SCORE!

Writing and editing (2019-2020)

- www.score.org

WORK EXPERIENCE

Executive Editor

Stacker (September 2018 - present)

- Built a 20+ person newsroom from scratch
- Set Stacker's annual content strategy
- Established and upheld editorial standards
- Part of core leadership team at company's executive level
- Promoted three times in five years, from deputy managing editor to managing editor to executive editor

Senior Editor

Green Matters (March 2017 - August 2018)

- Helped launch new media startup that garnered >1M fans on social in first six months.
- Provided script-writing, asset-sourcing for video.
- Managed a team of writers and editors to ensure high-quality content production and timely delivery.
- Collaborate with the creative team to develop unique and engaging content ideas that aligned with the company's brand and target audience.

Senior Editor

Thrillist (September 2015 - February 2017)

- Launched new Thrillist vertical
- Managed budget and freelancer network of >25 contractors
- Collaborated with SEO, analytics teams to drive traffic
- Developed and implemented content strategy for vertical

Editor in Chief

Playgirl (September 2006 - September 2015)

- Managed in-house and freelance teams
- Oversaw two magazine redesigns
- Coordinated photo shoots
- Led strategic planning and direction for editorial content to ensure alignment with brand vision and target audience
- Developed and implemented a content strategy to attract a younger and more diverse audience

Managing Editor

North Jersey Media Group (February 2004 - July 2005)

- Oversaw assignments and reported on various topics, including headlines and photography
- Edited stories for publication
- Developed and implemented strategies to improve the efficiency and accuracy of editorial processes