

# KELSEY ABKIN

Director of Content

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## WORK EXPERIENCE

### ARMRA

Director of Content | Aug 2023 - Current

- Develop and maintain the overall content strategy and vision. Work hand and hand with the CMO to ensure brand language is properly communicated and executed across all paid and organic channels.
- Pioneered the elevation of the brand's content strategy using content matrix planning, targeting consumer touchpoints across verticals.
- Leverage learnings and established brand voice to create compelling paid and organic content, driving significant revenue. Revenue 2023 +670% over 2022. Single-day sales totals: \$1.3M Black Friday 2023; \$1.7M Cyber Monday 2023.
- Spearhead email campaigns achieving a CTOR increase of 26% WoW and 10.3% average revenue growth MoM.
- Drive a substantial 9% conversion rate through IG, complemented by a 10% MoM increase in effectiveness.

### ATHLETIC GREENS

Senior Managing Editor, Editorial | Aug 2022 - Aug 2023

- Planned and executed editorial strategy across web and print (creating first-ever zine), including managing an editorial calendar and working cross-collaboratively with creative and growth teams
- Wrote scripts and developed content direction for YouTube series and podcasts with leading health experts
- Wrote copy for landing pages leading to an increase in conversion and traffic

### GOODRX

Managing Editor | Dec 2021 - Aug 2022

- Built and managed a team of 20+ freelance writers creating 20+ articles a month focusing on wellness
- Lead cross-collaborative efforts to develop new formats and series in line with editorial strategy
- On-camera talent for health-centric videos across social and Youtube

### CNN'S GREAT BIG STORY

Digital Producer | Nov 2019 - Dec 2020

- Worked across multiple teams to execute branded campaigns for clients
- Produced consumer articles and optimized them for social and web
- Produced email campaign for subscribers

### BUSINESS INSIDER

Associate Editor | Jan 2018 - Nov 2019

- Managed and assigned stories to freelance reporters
- Edited, revised, and rewrote content on topics ranging from tech to health

## EDUCATION

### UC BERKELEY

Bachelor of Arts - BA, Rhetoric and Composition/Writing Studies | 2013 - 2017

Emphasis on the discourse of law, politics, and society

## MEMBER OF

The Association of Health Care Journalists