

Krista J. Holobar

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Specialties: social media, digital strategy, social content creation, community management, content management systems, editorial planning, project management, copyediting, SEO, photography

EXPERIENCE

Associate Digital Editor at Modern Farmer *(December 2016—present)*

- Write daily content for Facebook, Twitter, and Instagram; design social content (graphics, videos) to promote stories, audience surveys
- Coordinate, plan, schedule, and execute weekly Instagram takeovers by farmers, influencers, and nonprofits
- Copyedit daily online articles in CMS (WordPress), pitch news stories to Digital Director, optimize print stories (headlines, photos, formatting) for the web and social media, assist in managing editorial content calendar
- Use analytics to identify and implement strategies to encourage optimal engagement, growth, and website traffic; keep up with emerging social media trends and best practices
- Collaborate with print, marketing, and sales teams to develop and execute social media campaigns; work with Digital Director and web developer to troubleshoot website issues, improve functionality, and recommend new features
- Grew Instagram followers by 50% organically

Project Manager, Sponsored Content at Modern Farmer *(April 2017—present)*

- Act as the Project Manager of Modern Farmer's first sponsored digital content partnership
- Serve as the main liaison between L'Oréal executives and Modern Farmer (print, digital, marketing, and web teams)
- Manage editorial content calendar, establish and enforce editorial production deadlines, assign stories to freelance writers; work with photographers to produce photo shoots
- Assist Modern Farmer's Editor-in-Chief and Digital Director in repurposing existing content, making photo selections, and copyediting articles
- Work with client and web developer to build new customized category page for the content on ModernFarmer.com, build articles in CMS (WordPress), handle social media promotion

Social Media Strategist at The Mixing Bowl *(November 2015—present)*

- Provide social media and digital strategy consulting for a startup applying the insight of information technology to developing issues in food and agriculture
- Copyedit and publish The Mixing Bowl articles/interviews in Forbes.com's CMS; publish events and blog posts to The Mixing Bowl's website

Social Media Editor at Civil Eats *(May 2015—December 2016)*

- Promoted from Social Media Intern (see below)
- Wrote and scheduled daily content for Twitter, Facebook, and LinkedIn; shot and edited photos for Instagram
- Designed graphics to promote stories and subscription model for use on social platforms and in weekly newsletter
- Worked closely with Editor-in-Chief and Managing Editor to build upon social media strategies I developed as the publication's first Social Media Intern
- Managed social media ads, identified growth opportunities and new social sharing partnerships, monitored analytics and implemented social media strategies to encourage optimal engagement
- Copyedited articles and weekly newsletter; oversaw SEO

- Wrote weekly roundups of food and agriculture news and occasional interviews/articles
- Grew the brand's Twitter following by 157%, Facebook following by 212%, and Instagram following by 6878%

Editorial Assistant at Garden Tribe *(February 2015—July 2016)*

- Wrote blog posts; coordinated, conducted, copyedited, and formatted interviews and short articles in CMS (WordPress)
- Created and managed content on social media platforms

Nourish Initiative Social Media Coordinator at WorldLink *(February 2015—May 2016)*

- Worked with nonprofit's founder to improve the initiative's social media content strategy; used educational materials on Nourish's website to design social content for Twitter and Facebook; updated website with new content

Social Media Intern at Civil Eats *(August 2014—May 2015)*

- Wrote and scheduled daily content for Twitter and Facebook, curated stories from the site's archive and other outlets
- Worked closely with Editor-in-Chief and Managing Editor to develop the brand's social media strategy
- Monitored analytics, created social media strategies to encourage optimal engagement

Penn State Materials Research Institute IT Intern *(May 2014—May 2015)*

- Assisted faculty, staff, and graduate students with walk-in support requests (wireless/printing configuration)
- Created and updated support tickets, set up new systems, installed operating system and base software packages via imaging/deployment tools, researched solutions to complex end-user problems, updated documentation

Penn State Information Technology Services (ITS) Service Desk Supervisor *(August 2011—August 2014)*

- Communicated with students, faculty, and staff to resolve computer problems while facilitating a comfortable environment for users
- Supervised and trained consultants, wrote training materials, updated knowledge base articles
- Connected laptops and mobile devices to campus wireless, installed software, diagnosed computer hardware and software, detected and removed malware
- Participated in biweekly meetings concerning productivity, training, policy changes, and goals

EDUCATION

The Pennsylvania State University

- B.A. French Language and Linguistics, May 2015
- Minor in Information Sciences and Technology (IST)

Université Paul-Valéry: Study abroad in Montpellier, France: Integrated Program, Spring 2014

SKILLS

General: Attention to detail, writing, editing, editorial planning, organizational skills, customer service, leadership; proficient in French

Technical skills: Social media (Twitter, Facebook, Instagram, LinkedIn, Pinterest, Snapchat, Tumblr), TweetDeck, Buffer, Hootsuite, Adobe Creative Suite, Google Apps, Google Analytics, Chartbeat, WordPress, SEO, MailChimp, AP style, photography, photo editing, troubleshooting, basic web programming (HTML/CSS), Mac OS X, iOS, Windows