



# MARLEE KOSTINER

EDITORIAL GROWTH,  
CONTENT STRATEGY &  
STRATEGIC PARTNERSHIPS

## CONTACT MARLEE

514-449-3170  
marlee@marleekostiner.com  
www.marleekostiner.com  
Instagram: @not.the.perfect.mom

## REFERENCES:

Available upon request

## MORE INFORMATION

For more details regarding my work history,  
please visit my LinkedIn:  
<https://www.linkedin.com/in/marleekostiner/>

## MEET MARLEE!

Hi, I'm Marlee. I'm an editorial professional with a passion for developing genuine relationships, expanding audiences and quality content. Authenticity is key -- both professionally and personally. Productive and positive communication is equally imperative. I check my ego at the door -- no task is above me. I am collaborative, inquisitive, flexible, creative, and make sure to laugh a lot!

## SPECIALTY SKILLS:

- Various CMS (extensive experience with Wordpress)
- Tracking & analytics tools (extensive experience with Google Analytics)
- Hiring & mentoring writers
- Creating strong relationships and mutually beneficial partnerships with external brands and publishers, always with content quality and traffic growth in mind
- Journalistic skills, including writing, editing, fact-checking, research, and on-camera hosting.
- Managerial skills include hiring and managing teams of 30+ writers & editors.

## RECENT WORK HISTORY

### SR. MANAGER, STRATEGIC EDITORIAL PARTNERSHIPS

Zergnet  
2020 - 2021

I managed strategic editorial partnerships across all 7 of Zergnet's O&O brands (The List, Mashed, Looper, Nicki Swift, Grunge, Health Digest, SVG), contributing to company-wide content volume and traffic growth, editorial credibility via exclusive content, and audience development through content sharing and SEO optimization. I collaborated with almost every department in the company, from editorial to social to YouTube to SEO.

### EDITOR-IN-CHIEF

The List (a Zergnet property)  
2016 - 2020

- I was the first editor of The List and helped build the site from the ground up
- Develop the site's editorial voice as well as our source and credibility guidelines.
- Hire and train new writers and editors. Work closely to ensure their success.
- Monitor GA to improve low-performing articles, and leverage high performers.
- Grew the site from zero to millions of visits per month.
- Collab with the social team on strategies and new approaches
- Work with the video team to transform articles into videos. The List's YouTube channel has over 1.24 million subscribers and over 655 million video views.

## ACADEMIC BACKGROUND

### RYERSON UNIVERSITY

School of Journalism, Class of 2011

- Graduated a semester early, with honours
- Editor of Ryerson's feminist magazine for 3 years
- Won the Catherine Keachie Magazine Journalism Scholarship in 2011, for excellence in magazine skills, including editing and writing.
- Won the William H. Olive Award for Excellence in Magazine Feature Writing in 2011, for excellence in magazine feature writing.