Kristan Zimmer Sveda

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#### **Objective**

#### To obtain a remote writing and/or editing position for a lifestyle publication.

#### **Education**

#### Master’s of Science • 2001 • Columbia University

Graduated from the School of Journalism with a concentration in Magazine.

#### Bachelor’s of Science • 2000 • Binghamton University

Graduated with a degree in English and Rhetoric

#### **Experience**

## Associate editor • Serendipity magazine • Feb 2010-Present

Served as features editor from 2010 to 2014, contributing ideas, writing articles, editing, uploading content to web. From 2014 to 2020, I’ve served in a freelance role as copy editor, fact checker, as well as contributing photography for events and profiles, contributing articles and managing most of the magazine’s advertorial content. In 2021, promoted to associate editor title.

## Digital Media and Marketing Specialist • Studio q quilt shop • Sept 2020-present Manage and write/photograph content for website and bi-weekly e-newsletter for local quilt shop in Bethel, CT. Frequently writing copy for letters to clients. Create ads. Improved subscribers from 180 to 450, improved readership from 45% to 60% open rates.

## Correspondent • New Canaan Advertiser • 2014-2018

Wrote articles on a freelance basis for a weekly newspaper of Hersam Acorn Newspapers in affluent community of New Canaan, CT. A majority of my work for them focused on the real estate market. I did take a few photos to accompany some of my stories.

## Contributing editor • Fairfield County LOOK • Jan 2016-july 2016

Assisted on a freelance basis with reporting, writing, editing copy for two seasonal issues of *Greenwich LOOK*, plus planned and wrote copy for a special polo edition published in June 2016.

## Reporter/Editor • Hersam Acorn Newspapers • Feb 2002-Feb 2010

Served as reporter at the *Ridgefield Press* and *Lewisboro Ledger* from 2002 to 2005. Promoted to assistant editor at the *Greenwich Post*, then editor six months later in January 2005. At the *Post*, I managed a team of five staffers, laid out the weekly print edition, maintained our website daily with articles videos, slideshows and news flashes from 2005 to 2010. Wrote weekly editorials.

**Skills**

MS Office 360 suite, InDesign, InCopy, Wordpress, Squarespace, Photoshop, iMovie, Google, Pinterest, Facebook, Twitter, LinkedIn, Instagram, professional photography. Interests include cooking and baking, family, the arts (from folk to fine) and décor.