

# Kelly Kimball

Award-winning journalist and newsroom leader based in New York, NY, with a track record of spearheading engaging news initiatives across digital media.

**Email:** [kellyruthkimball@gmail.com](mailto:kellyruthkimball@gmail.com)  
**LinkedIn:** [tinyurl.com/kellykimball](https://www.linkedin.com/in/tinyurl.com/kellykimball)  
**Website:** [kellykimball.myportfolio.com](https://kellykimball.myportfolio.com)

## Experience

### Frame ([frame.media](https://www.frame.media))

July 2023 - Present

*Managing Editor*

- Spearhead a comprehensive company re-launch, including a cross-platform re-brand, end-to-end growth strategy, product re-launch, and a revamped editorial mission that focused on underreported international feature stories.
- Found, write, and oversee subscription growth of Frame's flagship newsletter, The Detour, which is sent to ~27,000+ worldwide readers weekly.
- Lead a cross-functional team of freelance writers, designers, and technical staff to execute a weekly editorial calendar, various product updates and launches, and a comprehensive social strategy that included a weeks-long ad campaign and short-form video content team.
- Expand Frame's freelance writer pool to three times its original size and build a robust editorial calendar six months in advance in a matter of two to three months.
- Empower a small but mighty Webby-nominated and Shorty Award-nominated news team by cultivating astute news reporting and creative product innovations.
- More information about Frame milestones can be found [in my portfolio here](#).

### Foreign Policy Magazine

September 2019 - June 2023

*Social Media Editor | Ad Hoc Editor and Reporter working with closely, interns, fellows, and senior staff*

- Nominated by the EIC for the ASME national magazine award for journalists under 30 due to my efforts spearheading record-breaking growth and audience engagement of FP's social media platforms. Received a Front Page Award for digital storytelling project surrounding Fall 2019 print issue.
- Spearhead FP's first-ever Global Pride Month series, leading to record-breaking traffic to subscription page.
- Spearhead FP's first and only event series with AAPI industry leaders to commemorate May 2021 as AAPI Heritage Month.

### Heatmap News, The San Francisco Chronicle, DCist, The World Bank, a16z

May 2019 - Present

*Freelance Reporter, Photojournalist, Videographer, Social Media Strategist*

### American University

May 2017 - September 2019

*Digital Content Producer*

- Execute all matters of social media and news content for six academic programs.
- Found and write a monthly graduate student newsletter, "On the Download."

## Skills

Spanish Fluency • SEO • Google Analytics • Chartbeat • Figma • Adobe Suite • Videography • Photography

## Education

### American University

*Master of Arts*

*Digital Journalism*

### University of California, Irvine

*Bachelor of Arts*

*Journalism, Spanish*

### Pontificia Universidad

*Católica de Chile*

*Intensive academic program and internship in Santiago*

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