

# Jeanne Sidner

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## Skills

Strong background in all areas of content creation - websites, search-engine optimization, affiliate, trending, email newsletters, content-management systems, analytics, blogging/community platforms, online contest software and social media. Veteran journalist and editor with experience across a wide variety of topics. Creative, strategic thinker focused on meeting goals and connecting individuals and communities.. Enthusiastic, quick learner who always has an eye on the latest technological advancements. Brand cheerleader and team builder. Excellent public speaking and interpersonal skills, and at ease leading teams large and small.

## Experience

JULY 2018 - JULY 2023

### **Trusted Media Brands, Milwaukee – Chief Content Officer, Home & Garden**

- Content leader across all Taste of Home, Family Handyman and Birds&Blooms digital channels, including websites, digital products, contests, email newsletters, social media, partner and advertising initiatives. Oversight for print products.
- Set and implement digital strategy that meets target goals for affiliate revenue and traffic across search, partners, newsletters and social.
- Oversight of multiple brand editorial teams and the content creators on the Culinary Team.
- Shape and manage budgets for editorial across all brands.
- Revamped community and influencer strategy to increase participation, engagement and content submissions from existing audience and to stretch into new target demographics.
- Collaborative partner with leaders from around the organization, including marketing, advertising sales, studio, SEO, development and finance.
- Brand vision leader, pulling together the vibrant brand books that set the standard for brand voice and tone, audience targets, visual direction and growth opportunities.
- Manage a robust team of content creators with six direct reports and a team of 75 that roll up under my reports.
- Participant in multiple leadership teams across the organization including our internal mentoring program and our company culture teams.
- Milwaukee office organizer of fundraisers to support the Hunger Task Force.

AUGUST 2009 - JULY 2018

### **Kalmbach Media, Waukesha – Director of Digital Content (all brands)**

- Lead all aspects of digital content strategy for key enthusiast brands, including Discover magazine, Astronomy magazine and hobby titles with a focus on revenue-based outcomes for daily operations and longer-term projects such as special issues and DVDs. Manage a cross-functional team including content, advertising and design.
- Analyze data from a variety of sources including Google Analytics, Quantcast and email campaign results to develop audience and move customers toward increased engagement with brands to grow conversions.
- Design and facilitate custom and native content opportunities, including contests and sweepstakes, for advertisers and sponsors looking to reach our targeted audiences. Grow network advertising opportunities, including enabling header bidding and viewable engagement time ads.
- Develop monetization opportunities across all channels - websites, social media, email newsletters, custom content, video and live streaming, podcasts and print.
- Active participant in corporate technology group, setting priorities for digital projects and implementation of new tools to serve across brands.

DECEMBER 2006 - AUGUST 2009

### **Milwaukee Journal Sentinel-Journal Interactive – Niche Digital Products Manager**

- Part of the team that built and developed 26 local MyCommunityNOW.com websites to support the NOW newspaper publications.
- Weekly appearances on parenting and community topics on TMJ4 TV's "The Morning Blend" and monthly on WUWM's "Lake Effect" radio program.
- Manager of MilwaukeeMoms.com, a community-based parenting site.
- Develop content and work with staff to build out new areas of interest for our audiences.
- Partner with advertising staff to create selling opportunities on the sites.
- Design and implement community-outreach program carried out at various community events (National Night Out, Fourth of July parades, concert series).
- Recruit bloggers and other community participants to keep the content on the sites fresh and vibrant.

1992 - 2006

### **Community Newspapers Inc. – reporter | regional editor | associate managing editor**

- Part of management team overseeing 45 staff members.
- Write and edit news and feature stories for a chain of 25 suburban weekly newspapers.
- Direct news content for specific publications, assign stories and photos.
- Write weekly column for the largest circulation weekly paper, the Wauwatosa News-Times, for 10 years.

## **Education**

1986-1990

### **Southern Illinois University, Carbondale – Bachelor of Science-Communications**

4.0 GPA in major, student editor of *The Daily Egyptian*

## Software & Programs

WordPress

SEMrush

Google Analytics

Adobe Analytics

Contesting Software - Shortstack, Second Street

Taboola Newsroom

Microsoft Office Suite

## Volunteer

TechTime - a city of Wauwatosa program that pairs senior citizens with teens and adults who can help them with technology challenges.

Wauwatosa Historical Society

Hunger Task Force - a Milwaukee-based free food bank, worked on company fundraisers and harvesting at the HTF farm.