

RACHEL KINCAID

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Managing Editor, autostraddle.com

Aug 2015–Present

DIGITAL EDITORIAL

- Leads production and publication of digital journalism from conception through editing to art & social media direction, SEO strategy and collaborating directly with designers, social team, and commerce team
- Manages over 25 staff writers directly, through pitching, revisions, and development toward long-term goals, feedbacking, growth and brand development; builds fruitful long-term relationships with freelancers
- Creates and edits reader-facing content from daily website content to fundraising messaging to social media voice and strategy, working directly with CMS daily and working with Photoshop
- Engages with conversations in digital & creative communities, developing critical awareness of opportunities, and works with creators to develop original, generative and constructive contributions

MULTIPLATFORM CAMPAIGNS & CONTENT PARTNERSHIPS

- Conceptualizes and executes cross-platform campaigns to drive traffic and fundraising goals, including social media, video, live events on Zoom and Crowdcast, newsletters and themed mainsite content
- Solicits, maintains and develops relationships with publications and voices in our niche as well as affiliate partners, partners and sponsors, presses and PR pros, and creatives with shared values
- Co-creates strategic multiplatform packages of social media promotion, sponsored content, branded digital experiences and customized live events to offer to affiliate partners and sponsors
- Strategically links individual content projects to consciously crafted institutional identities and defining narratives affirming the character and values of the publication

Developmental Editorial Liaison, autostraddle.com

Jun 2018–Present

DEVELOPMENT

- Co-directs multiple record-breaking fundraising campaigns, including during COVID, targeting a historically under-resourced audience, including live events, social campaigns, and direct email campaigns
- Co-manages stewardship of premium membership program, coordinating content pipeline, member feedback, innovative experiences across platforms, and prestige digital content
- Directs a staff of 25+ around fundraising events Leads internal initiatives year-round to distribute resources to staff of color, institutionalize policies that ensure equitable outcomes and positive experiences for staff, and hold the publication to increasingly high standards to respond to the values of our donors and members

COMMUNICATIONS

- Crafts higher-order communication strategy and interlocking content elements for fundraising campaigns, new editorial directions, staffing changes and major content initiatives
- Leads strategy around crisis communications, including spearheading COVID response both externally to readers and internally to staff
- Executes outreach to creators, influencers, industry peers, donors and creatives around fundraiser promotion, partnership opportunities, affiliate partnerships and more

Education

Master of Fine Arts in Creative Writing, Western Michigan University, Kalamazoo MI

May 2014

Bachelor of Arts, Brandeis University, Waltham MA

May 2010

Majors: English and Creative Writing