

KIRSTEN GRONLUND

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EXPERIENCE

UN WOMEN

New York, NY

Web Editor

June 2022 – Present

- Manage production and publication of all editorial content for global UN Women website, reaching 10 million monthly users.
- Write and edit news articles, human interest stories, issue explainers, data overviews, policy analyses and evergreen content for global UN Women website.
- Develop global editorial strategy; provide guidance and support to regional- and country-level editorial teams.
- Coordinate Google partnership and oversee \$18 million ad grant, resulting in 2.4 million new users.

Digital Communications Producer

January 2020 – June 2022

- Produced written and multimedia communications products for UN Women website and social platforms.
- Wrote and edited copy; conducted and fact-checked research.
- Produced UN Women newsletters sent to 50,000+ subscribers.
- Monitored analytics and supported digital strategy development.
- Supported project coordination for external partnerships, including with Conde Nast and Bumble.

FUTURE OF LIFE INSTITUTE

New York, NY

Editorial Director

September 2019 – June 2020

- Oversaw production and publication of all web content, including podcasts, articles, and long-form content.
- Identified trends and key issues in existential risk research and policy; shaped communication strategy.
- Produced monthly newsletter and news updates sent to 20,000+ subscribers.
- Ran social media accounts with combined 50,000+ followers.
- Monitored analytics and determined SEO strategy.
- Maintained and updated website.

Digital Editor

December 2018 – September 2019

- Revised, edited, and fact-checked articles, podcasts, and other content.
- Conducted research and interviews; wrote analytical articles and explanatory content.
- Produced *FLI Podcast* and *Not Cool* podcast series.

Researcher/Writer (freelance)

July 2017 – December 2018

- Identified relevant news items; conducted research; interviewed researchers and experts; created web content.

THE CARNELIAN REVIEW

Ithaca, NY

Editor

August 2015 – May 2017

- Reviewed and edited submissions for bi-annual generalist literary magazine.

EDUCATION

CORNELL UNIVERSITY

Ithaca, NY

Bachelor of Arts in English, *Magna Cum Laude*
Minors in Philosophy and Biological Sciences

August 2013 – May 2017

SKILLS

Languages: French (conversational) **Technical:** Microsoft Office Suite (Outlook, Word, Excel, PowerPoint), Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, Spark), CMS (Drupal, Sitecore, WordPress), SEO, HTML, Social Media, Audience Insights, G Suite, Google Ads, Google Analytics, Salesforce Client Management, Mailchimp