

# Sara Austin

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**Editorial Direction | Feature Writing and Editing | Newsroom Management | Content Strategy**

## Experience

### **Editorial Director, Northforker** JULY 2020 - PRESENT

Lead editor of regional lifestyle brand with a monthly magazine, daily digital site, newsletters, podcasts and social media channels covering food, wine, real estate, and other lifestyle news on the North Fork of Long Island.

- Elevated the brand through a redesign of the print magazine and recruitment of higher-quality contributors.
- Oversaw digital growth: For Q1 2021, pageviews were up 63% YOY, sessions were up 78%, new users were up 105%, and Instagram interactions were up 52%.
- Developed revenue-driving multi-platform franchises including the Front Porch Interviews, Hidden North Fork, What Farmers Eat, and the Best of the North Fork accolade program.

### **Executive Editor, Real Simple** JAN. 2017 - OCT. 2019

Helped lead the multi-platform brand reaching 21 million people each month. Managed and motivated 15 direct reports, shaped strategy, and drove editorial excellence and business goals.

- Guided team to Folio's 2019 Editorial Team of the Year and 2018 National Magazine Award nomination.
- Planned the editorial calendar and top-edited 100+ articles monthly in the areas of home, food, health, money, work-life balance, parenting, travel, beauty, style, and books.
- Made Real Simple a leading source of women's personal finance coverage by expanding coverage in print, online, and via Instagram and creating the Smart Money Awards accolade program.
- Led audience development efforts including books and bookazines, marketing partnerships, podcasts, and edit programs with social networks Pinterest and Nextdoor.
- Helped secure \$10 million revenue and ensured sponsored content and native advertisements were on-brand and ethical by serving as the edit liaison to the sales and marketing team.

### **Senior Deputy Editor, Cosmopolitan** OCT. 2012 - DEC. 2016

Elevated the quality of writing and reporting as director of longform news features, careers, money, books, and health coverage under Editor-in-Chief Joanna Coles.

- Conceived and edited projects honored with Cosmo's first-ever National Magazine Award and GLAAD Media Award. Nominated for 5 National Magazine Awards in 4 years.
- Received individual recognition with Hearst Spotlight Award (for top performer on Cosmopolitan team), Hearst Excellence Award, and Newswoman's Club Front Page Award.
- Selected to represent Cosmo at live events, including the Fun Fearless Money conference, and in meetings with politicians, business leaders, and advocates.

### **Senior Deputy Editor, Cosmopolitan** (con't)

- Managed partnership with contributing careers editor Sheryl Sandberg and LeanIn.org, creating special packages on topics like equal pay, work-life balance, and women in tech.
- Generated millions of media impressions by assigning celebrity cover profiles and viral news features.
- Promoted from deputy editor.

### **Features Director, SELF** MAR. 2002 - OCT. 2012

Managed health and news coverage across all platforms under Editor-in-Chief Lucy Danziger, editing and writing longform investigations, essays, blogs, and service packages.

- Conceived and edited projects nominated for 3 National Magazine Awards and 7 Association of Health Care Journalists Awards.
- Wrote longform features earning a Clarion Award for coverage of hospital collection practices and a Folio Award for coverage of sustainable fishing.
- Assigned and edited first-anywhere features on antibiotic resistance, domestic drug counterfeiting, and generic drug safety that grew into the books Superbug, Big Chicken, Dangerous Doses, and Bottle of Lies.
- Promoted three times, starting as senior features editor.

### **Senior Editor (News), Marie Claire** JUNE 2000 - OCT. 2001

Edited and wrote features and columns, with a primary focus on international women's issues, under Editor-in-Chief Glenda Bailey. Coordinated Marie Claire's political and campaign coverage.

### **Senior Editor, Civilization** AUG. 1998 - JUNE 2000

Edited features, front-of-book "Signs of Civilization," and puzzle pages for the magazine of the Library of Congress. In addition, edited features and wrote a monthly philanthropy column for sister magazines American Benefactor and Worth. Promoted from associate editor.

## **Education**

### **Medill School of Journalism, Northwestern University**

Master of Science in Journalism

GPA 3.92 (first in the graduate student class)

### **University of North Carolina at Chapel Hill**

Bachelor of Arts, political science, with highest distinction

GPA 3.90; peer tutor; Homecoming Court; UNC Loreleis

## **Media**

200+ media appearances, including CNN with Anderson Cooper, Headline News, Cheddar, Good Morning America, Today, satellite media tours, and Sirius XM.