

KATE FRANKE

WRITER | EDITOR

CONTACT

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📍 Brooklyn, NY 11205

in linkedin.com/in/kate-franke/

SKILLS

SEO Optimization

CMS

Skimlinks

Google Analytics

Parse.ly

Canva

Detail-Oriented

Organized

Motivated

EDUCATION

Bachelor's Degree (2018-2022)

Drake University

Dual Degree in School of
Journalism & Mass
Communications and College of
Arts & Sciences

- Majors: Magazine Media, Writing
- Minor: Leadership Development
- Cumulative GPA: 4.0

WORK EXPERIENCE

Editorial Assistant

Hearst Lifestyle Group, New York, NY

2025-Present

- Work across two Hearst Lifestyle Group brands: *Good Housekeeping* and *Woman's Day*
- Pitch, write, and research content for various lifestyle categories
 - E-Commerce, Holiday, Life & Culture, Entertainment
- Consult with experts at the Good Housekeeping Institute for product knowledge and insights
- Produce Facebook photo post content to engage audiences amidst algorithm changes

Editorial Assistant

Woman's Day Magazine,
New York, NY

2023-2025

- Pitched, wrote, and produced 40 percent of *Woman's Day's* digital editorial content across a range of lifestyle categories
- Independently ran and crafted content for *Woman's Day* social media accounts
 - Instagram (279K followers)
 - Facebook (2.2M followers)
- Specialized in writing and building e-commerce and holiday content

Freelance Writer

Remote

2022-2023

- Completed print and digital freelance work for *Dream Kitchens & Baths*, *Cottage Style*, *Modern Farmhouse Style*, and *Better Homes & Gardens* magazines
- Worked remotely and coordinated with team members as needed via Slack and email
- Specialized in shaping and executing front-of-book and main edit articles for print and e-commerce product round-ups for digital

ASME Editorial Intern

Food Network Magazine & The Pioneer Woman Magazine, New York, NY

2022-2023

- Pitched, wrote, and edited content for print and digital
- Coordinated with PR for product availability, credit information, and samples
- Specialized in research, market assistance, and large-scale project organization

Editorial Apprenticeship

Special Interest Publications at Dotdash
Meredith, Des Moines, IA

2021-2022

- Worked on multiple publications simultaneously: *Cottage Style*, *Modern Farmhouse Style*, *Beautiful Kitchens & Baths*, and more
- Consulted with PR for product information, photos, and product samples
- Specialized in conceptualizing and writing front-of-book articles